

Great Falls

**Convention & Visitors Bureau
Marketing Plan**

**Fiscal Year 2009-2010
July 1, 2009 – June 30, 2010**

**GREAT FALLS CONVENTION & VISITORS BUREAU
FISCAL YEAR 2009/2010 MARKETING PLAN**

July 1, 2009- June 30, 2010

Purpose

To deliver positive marketplace recognition and encourage economic and cultural growth through the promotion of the city and region's businesses and attractions as sites for conventions, motor coach tours, as well as a destination for leisure travelers. To focus on building and strengthening tourism partnerships within our region and community and provide quality experiences for both resident and nonresident visitors in an effort to continue to enhance the Tourism Advisory Council's vision and support the Montana Tourism & Recreation Strategic Plan.

Identity of the Area, as identified by the Great Falls CVB

Great Falls provides a dynamic collection of venues promoting the arts, history, culture and the reflection of an Authentic Montana experience. Great Falls is nestled near the Rocky Mountain Front with the majestic and historic Missouri and Sun Rivers running through the community, and home to the Roe River, one of the shortest rivers in the world.

Strengths that distinguish Great Falls include:

- **Cultural attractions** such as the C.M. Russell Museum, Paris Gibson Square Museum of Art, Great Falls Symphony, The History Museum, Ursuline Center, and Malmstrom Museum and Outdoor Air Park.
- **Historical attractions** such as the Lewis and Clark National Historic Trail Interpretive Center, First Peoples Buffalo Jump State Park, 4 Historic Walking Districts, Montana Museum of Railroad History, and the Great Falls Historic Trolley.
- **Parks and Trails** including the Great Falls of the Missouri, River's Edge Trail, The Lewis and Clark Portage, Giant Springs Heritage State Park, Riverside Railyard Skate Park and the Hands of Harvest Trails.
- **Annual events** including Cruisin' the Drag, Lewis and Clark Festival, Bluegrass on the Bay, C.M. Russell Auction and Western Art Week, Alive @ 5, Blues and Brews, MT State Fair, Ice Breaker, Events at Mansfield Theatre for the Performing Arts, First Friday Art Walk, MAGIE, and PRCA Rodeos.

- **Abundant recreational opportunities** such as fishing, boating, camping, hiking, hunting, golfing, rafting, kayaking, canoeing, water skiing, biking, horse back riding, wildlife viewing, bird watching, skiing, snowmobiling, and snowshoeing. Guided hunting, rafting, and fishing trips available.
- **Abundant recreational facilities** such as Montana Expo Park, Central Montana Ice Plex, Siebel Soccer Park, Centene Stadium, Electric City Speedway, Electric City Water Park, and Horseracing tracks.
- **Education Facilities** including MSU College of Technology and the University of Great Falls.
- **Lodging Facilities** – with over 2000 rooms, Great Falls offers a wide variety of accommodations including hotels, bed and breakfasts, vacation homes, and campgrounds.
- **Advanced Medical Technology** – including Benefis Hospital, Sletten Cancer Institute, Cyberknife, Mclaughlin Research Institute, and Great Falls Clinic Medical Center
- **Transportation** – Great Falls International Airport with added direct flights, Rimrock Stages, and other local public transportation
- **Convenient** access to water recreation including the Missouri River and its tributaries.
- **Excellent Central location** between Glacier and Yellowstone National Parks.
- **Close proximity** to the Rocky Mountain Front and the Upper Missouri River Breaks National Monument.
- **Location near Canada** and a strong Canadian dollar.
- **Affordability**
- **Safety**

Weaknesses and Challenges of Great Falls include:

- Long driving distance from U.S. population centers.
- A need to develop more year-round visitor attractions and more activities in the shoulder seasons.
- The lack of winter destination resort
- Cost of airfare and limited flight schedules
- Educating local government officials and residents about the benefits of tourism and its impact to our economy.
- Limited convention and event facilities
- Small marketing budget combined with increasing media costs.

Fiscal Year 2010 Goals

- 1) *Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value, low impact visitors.*

Increase year-round arrivals and expenditures of visitors by raising their overall level of awareness of Great Falls attractions and activities.

Great Falls' 2008 calendar year lodging tax revenues were split as follows:

- 21.5% January - March
- 26.3% April - June
- 32.4% July - September
- 19.8% October - December.

The greatest opportunities for increasing revenue are in the 1st 2nd, and 4th quarters.

- 2) *Stretch our marketing dollars by participating in joint ventures with other Montana tourism organizations and businesses.*

Reach more potential visitors in a more efficient manner by continuing to partner with Russell Country, Travel Montana, and other community partners by combining our dollars to eliminate unnecessary duplication and strengthen our marketing presence.

- 3) *Reach more potential visitors in an efficient manner utilizing Internet marketing opportunities.*

The number of people using the internet to plan their vacations continues to increase. We will maintain and continue to update our website to inform visitors about the area and entice them to request further information. We also will increase internet advertising and the use of banner ads.

- 4) *Gain feature stories in regional, national, and international consumer publications about art, culture, recreation, and historic events that address and enhance the concept of our Western history, culture, and adventure theme.*
Great Falls will do a minimum of one press trip in FY10 and will encourage partnerships with Travel Montana, Russell County, and other tourism regions on press trips that will travel through Great Falls.
- 5) *Fill soft and shoulder seasons by bringing conventions and events to Great Falls.*
We will continue to attend Convention tradeshow using our Recruitment Folder to promote Great Falls as a meeting and convention destination.
- 6) *Increase the awareness of Great Falls as a host for regional sporting events.*

How this Plan supports the 5-year statewide tourism strategic plan

Great Falls FY10 Marketing Plan supports Montana's 2008-2012 Five-Year Strategic Plan as follows.

2008-2012 Statewide Strategic Plan Goals and Objectives:

Goal 1 – Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low impact visitors.

- 1.1 Implement highly targeted consumer advertising and promotion campaigns based on strategic marketing plans, and track/report results.
- 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season.
- 1.2d Statewide, generate publicity about Montana destinations worth an advertising equivalency of 14 million annually.
- 1.3 Work collaboratively with other tourism-marketing partners to plan and implement priority marketing efforts.

Goal 4 – Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)

4.1 Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

Fiscal Year 2010 Measurable Objectives

- 1) Increase the amount of lodging tax collections in FY10 by 2%.
- 2) Reach a minimum of 125,000 visitors by advertising in the Russell Country Travel Planner.
- 3) Participate in a minimum of two joint venture marketing opportunities with Travel Montana and other bed tax funded entities.
- 4) Increase the number of visitor sessions to our website (greatfallscvb.visitmt.com) in FY10 by 10%.
- 5) Develop public relations strategies to obtain at least 2 feature stories in regional publications.
- 6) Attend at least 2 separate Convention and Event trade shows in FY10.
- 7) Bid and secure at least two new events or conferences to be held in Great Falls.

Target Geographic Markets

The Great Falls CVB will target the following geographic markets: Arizona, California, Washington, Illinois, Nevada, Wyoming, Colorado, Oregon, Minnesota, Idaho, Texas, Utah, North Dakota, South Dakota and Canada, primarily Alberta.

Target Demographics

A) *Convention Meeting Planners* who seek to book small-to medium-sized conventions.

B) *Leisure and business travelers* who enjoy wildlife viewing, fishing, outdoor adventure, scenic drives, culture and heritage, hunting, winter sports, RVing, camping, golfing, educational vacations, Lewis and Clark History, Elderhostel's, dinosaur attractions, train travel, and Native American culture and events.

Marketing Methods

1. **Magazine Advertising:** Increase visibility by taking advantage of Travel Montana's joint venture media opportunities and also by partnering with Russell Country on media buys.
2. **Advertising in the Russell Country Travel Planner:** Purchase three pages of ad space in the Russell Country Travel Planner.
3. **Photo Library:** Build a photo library of Great Falls area images to be used in any advertising and publications we create.
4. **Event Promotion:** Events to be promoted will be based on their uniqueness and the propensity for visitors to travel to the event and overnight in Great Falls.
5. **Collateral Material:** Update the current Great Falls brochure promoting the recreational, historical and cultural attractions in Great Falls.
6. **Internet Advertising and Website Updates** – A complete rebuilding of the Great Falls CVB web site will be done and as seasons and events in Great Falls change we will make updates. The majority of our advertising will drive traffic to our website. Our goal is to have visitors return to our site frequently and spend more time navigating the various pages. We will also continue search engine optimization.
7. **Familiarization Trips** – participate in organized FAM Tours either individually or in partnership with other CVBs, regions, or Travel Montana.

Group Tour operators

- 1) We will reach group tour operators by supporting marketing efforts of Travel Montana to this segment. We also will attend the NTA and RMI tradeshow.

Convention and Meeting Planners

- 1) Distribute our convention and meeting recruitment folder as requested. These folders feature custom, detailed information on all facilities and attractions in Great Falls.
- 2) Enhance the meeting and convention planners section of our website.
- 3) Attend and/or participate in at least two trade shows specializing in meetings, conventions, and/or events
- 4) Participate in joint venture meeting and convention print advertising opportunities with Travel Montana, other CVB's, and Regions.
- 5) Purchase Internet advertising to target and drive convention planners to our website.
- 6) Continue to update and use our recruitment folder for meeting and convention leads. Create a CD of our recruitment folder to be handed out at tradeshow and sent to meeting planners requesting information.

Identify projects you would eliminate or reduce if revenue decreased by 10%.

Administration, accordingly

Opportunity Marketing

Joint Ventures

Funds Reserved for Future Years' Projects: None

Great Falls Area Convention & Visitors Bureau – FY2009/2010 Budget

Project Description/Category	FY09/10 Budget Total	
Consumer Marketing:		
Russell Country Travel Planner Ad Placement	\$6,000	
Creative for planner ads	\$3,000	
Print Ad Campaign	\$15,000	
Creative for ad campaign	\$2,000	
Great Falls Brochure		
Print collateral	\$5,000	
Brochure Distribution	\$4,000	
Creative for collateral	\$1,000	
Event Promotion	\$6,000	
Photo Library	\$2,000	
Total		\$44,000
Internet Site Updates:		
Website Design Updates	\$6,000	
Internet Advertising	\$15,000	
Total		\$21,000
Public Relations:		
FAM Trips	\$4,000	
Total		\$4,000
Convention & Event Marketing:		
Trade Shows	\$15,000	
Membership Dues	\$2,150	
Bidding and Recruitment	\$6,000	
Print Ad Placement	\$5,000	
Internet Ad Placement	\$7,000	
Creative for ads	\$2,500	
Total		\$37,650
Joint Ventures	\$15,000	
Total		\$15,000
Opportunity Marketing:	\$9,415	
Total		\$9,415
TAC Meetings:		
Travel/Expenses	\$1,500	
Total		\$1,500
Marketing Support:		
Administration (20% \$107,521)	\$21,504	
Total		\$21,504
Visitor Information Center	\$16,000	
Total		\$16,000
Telemarketing/Fulfillment:		
800 Line	\$600	
Postage	\$3,000	
Total		\$3,600
Total Budget Requested	\$173,669	\$173,669

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Russell Country Travel Planner

Application Completed by: Carol Lindseth

Approval Requested
<input checked="" type="checkbox"/> Final
<input type="checkbox"/> Preliminary

Need for the project:

The Great Falls CVB will promote our area to visitors by maintaining a large presence in Russell Country’s Travel Planner. We will place 3 full-page ads in the planner. One will be located on the inside front cover and the other 2 will be placed within the planner. Most travelers within Russell Country may also include a trip to Great Falls and we hope to draw them to our community.

The 3 ads will be reworked this year to include more color and an overall appeal to a broader audience. The ads will be written to drive people to our soon to be designed, new website.

Objectives:

- 1) Increase the amount of Accommodation Tax collections in FY10 by 2%
- 2) Reach a minimum of 125,000 visitors by advertising in the Russell country Travel Planner.
- 3) Increase the number of visitor sessions to our website (greatfallscvb.visitmt.com) in FY10 by 10%

Portions of marketing Plan supporting this project:

FY10 Goal #1

This project supports the following Strategic Plan Goal(s):

- #1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.
- #4.1 - Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET; RUSSELL COUNTRY TRAVEL PLANNER CONSUMER AD PLACEMENT

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Media Placement	\$6,000.00		\$6,000.00
Advertising Creative	\$3,000.00		\$3,000.00
PROJECT TOTAL	\$9,000.00		\$9,000.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Print Ad Campaign

Application Completed by: Carol Lindseth

Approval Requested

Final

Preliminary

Need for the project:

The Great Falls CVB will analyze magazines whose demographics include the target audience described in Montana's 5-year Strategic Plan, as well as those that have a proven success record for Russell County or Montana as a whole. We will study editorial calendars to find magazines that will be publishing editorial related to Great Falls and our vacation product (i.e., history and heritage travel, western-style vacations, paleontology, and outdoor recreation). Again we would like to advertise in the Glacier Park and Yellowstone map brochures with Certified Folder distribution. We will request approval on this project once the details are finalized.

A request will be made for final approval once the media plan is finalized.

Objectives in marketing plan that support this project

- 1) Increase the amount of Accommodation Tax collections in FY10 by 2%.
- 3) Participate in a minimum of two joint venture marketing opportunities with Travel Montana and other bed tax funded entities.
- 4) Increase the number of visitor sessions to our website in FY10 by 10%

Portions of Marketing Plan supporting this project:

FY10 Goals #1, #2

This project supports the following Strategic Plan Goals:

- #1 - Increase four-season tourism revenues through effective marketing and promotions focusing on high value, low impact visitors.
- #4.1 - Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: Print Ad Campaign

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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Professional services:

Media Placement	\$15,000		\$15,000
Ad Creative	\$2,000		\$2,000

Project total	\$17,000		\$17,000
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Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Great Falls Brochure

Application Completed by: Carol Lindseth

Approval Requested

Final

Preliminary

Need for the project:

We have produced a four-color brochure for the community of Great Falls which highlights recreational, historical, and cultural attractions. We are currently distributing this brochure at VIC centers across the state and in several targeted Certified Folder routes within the state. It is also used as our fulfillment piece for our warm season magazine ads and anyone requesting information about Great Falls and our area.

We will need to reprint this brochure as our current production will not match our need. We will also need funds for additional distribution for FY09/10 and possibly update information on the brochure when we reprint.

Objectives in Marketing Plan that support this project

- 1) Increase the amount of Accommodation Tax collections in FY10 by 2%

- 4) Increase the number of visitor sessions to our website (greatfallscvb.visitmt.com) in FY10 by 10%.

Portions of Marketing Plan supporting this project:

FY10 Goal # 1

This project supports the following Strategic Plan Goal(s):

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 - Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: CONSUMER MARKETING, COLLATERAL MATERIAL

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Creative for updates	\$1000		\$1000
Reprinting costs	\$5000		\$5000
Distribution	\$4000		\$4000
PROJECT TOTAL	\$10,000		\$10,000

PRINTED MATERIAL:

Publication: Great Falls Brochure

Quantity: 20,000 brochures

Size: 9" x 16" - 4 panel

Folding to 4" x 9"

4/4 with bleeds aqueous coating

100# coated white text

Ad Sales: No

Distribution Plan (areas and method): Certified Folder - Glacier Route,
Helena/Great Falls Route, Missoula Route,

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Event Promotion

Application Completed by: Carol Lindseth

Approval Requested

Final

Preliminary

Need for the project:

The Great Falls CVB will continue a project to promote at least one of our unique events. For the past two years we have selected events and promoted them to our target markets. Last year we were also able to incorporate packages on our website promoting the event and lodging facilities. For FY10 we will select an event that has potential for growth in attendance and that has the propensity to draw people who will stay overnight.

Once the event is identified, media placement details will be submitted for final approval.

Objectives of Marketing Plan that support this project:

- 1) Increase the amount of Accommodation Tax collections in FY10 by 2%

- 4) Increase the number of visitor sessions to our website (greatfallscvb.visitmt.com) in FY10 by 10%.

Portions of Marketing Plan supporting this project:

FY10 Goal # 1

This project supports the following Strategic Plan Goal(s):

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 - Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: EVENT PROMOTION

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
CONSUMER MARKETING			
Event Promotion	\$ 6,000.00		\$6000.00
PROJECT TOTAL	\$6,000.00		\$6000.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Photo Library

Application Completed by: Carol Lindseth

Approval Requested
<input checked="" type="checkbox"/> Final
<input type="checkbox"/> Preliminary

Need for the project:

The Great Falls CVB currently has limited photo selection to use for print pieces, ad design, website design or in response to those writing editorial about the area. We will select an area photographer to begin building a digital photo library covering four seasons in the community. A list of desired photos will be prepared for the photographer and we will have unlimited use of the photos delivered.

Objectives of Marketing Plan that support this project:

- 1) Increase the amount of Accommodation Tax collections in FY10 by 2%

- 4) Increase the number of visitor sessions to our website (greatfallscvb.visitmt.com) in FY10 by 10%.

Portions of Marketing Plan supporting this project:

FY10 Goal #1, #3

This project supports the following Strategic Plan Goals:

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 - Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: PHOTO LIBRARY

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Professional Services	\$2000.00		\$2000.00
PROJECT TOTAL	\$2000.00		\$2000.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Internet Advertising and Website Updates

Application Completed by: Carol Lindseth

<p><u>Website Design Updates</u></p> <p>Approval Requested</p> <p><input checked="" type="checkbox"/> Final</p> <p><input type="checkbox"/> Preliminary</p>

<p><u>Internet Advertising</u></p> <p>Approval Requested</p> <p><input type="checkbox"/> Final</p> <p><input checked="" type="checkbox"/> Preliminary</p>

Need for the Project:

The Great Falls CVB has done an RFP for website design and is in the process of hiring an agency to redesign and maintain our new website. We will drive traffic to our site by our web based advertising, search engine optimization and links through other websites. All advertising and the new Great Falls brochure will drive traffic to our website.

Once our website is redesigned, the GFCVB will place banner ads, and purchase search terms to better target our audience. We will also see what partnerships with Travel Montana and other travel partners are available to place internet advertising. Once identified, ad placement details will be submitted for final approval. The ability to track inquiries and results makes internet marketing an excellent choice for targeting specific markets and fits well with our current goals.

Objectives of Marketing Plan that support this project:

- 1) Increase the amount of Accommodation Tax collections in FY10 by 2%
- 4) Increase the number of visitor sessions to our website (greatfallscvb.visitmt.com) in FY10 by 10%.

Portions of Marketing Plan supporting this project:

FY10 Goal #1, #3

This project supports the following Strategic Plan Goals:

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 - Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: INTERNET ADVERTISING & WEBSITE UPDATES

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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WEBSITE DESIGN UPDATES			
Production/Planning	\$500.00		\$500.00
Site Design/Site Production	\$5,500.00		\$5,500.00
Total for Website Design Update	\$6,000.00		\$6,000.00
INTERNET ADVERTISING	\$15,000.00		\$15,000.00
PROJECT TOTAL	\$21,000.00		\$21,000.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: FY09 Public Relations - Press/FAM Trips

Application Completed by: Carol Lindseth

Approval Requested

Final

Preliminary

Need for the Project:

The Great Falls CVB will determine themes and seasons to highlight for Press/FAM trips. We will work closely with Travel Montana and also Russell Country to partner and develop itineraries to showcase Great Falls' attractions and events. We will do a minimum of two group Press/FAM trips in FY10. We will work with Travel Montana on requests they receive for writer assistance.

Final details will be submitted for Press/FAM trips once they are identified.

Objectives of Marketing Plan that support this project:

- 1) Increase the amount of Accommodation Tax collections in FY10 by 2%

- 5) Develop public relations strategies to obtain at least two feature stories in regional publications.

Portions of Marketing Plan supporting this project:

FY10 Goal #1, #4

This project supports the following Strategic Plan Goals:

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#1.2.d Statewide, generate publicity about Montana destinations worth an advertising equivalency of 14 million annually.

#4.1 - Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: FY10 PUBLIC RELATIONS-FAM TRIPS

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
FAM TRIPS	\$4000.00		\$4000.00
PROJECT TOTAL	\$4000.00		\$4000.00

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Convention & Events Marketing

Application Completed by: Carol Lindseth

<p>Trade Shows Approval Requested <input checked="" type="checkbox"/> Final <input type="checkbox"/> Preliminary</p>	<p>Other Membership Dues Approval Requested <input checked="" type="checkbox"/> Final <input type="checkbox"/> Preliminary</p>	<p>C & E Marketing Approval Requested <input type="checkbox"/> Final <input checked="" type="checkbox"/> Preliminary</p>
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Need for the Project:

Trade Shows

Our goal is to create an image of Great Falls as a meeting and convention destination. We will attend a minimum of five trade shows targeting convention and meeting planners. Once results of FY09 trade show marketing efforts are analyzed, we will select our shows for FY10. We will work to book conventions of at least 500 attendees.

Bidding and Recruitment

This portion of the project includes minor updates to our recruitment folder produced in FY07, production of a CD of the recruitment folder, required trade association membership dues, promotional items to be given to trade show attendees and convention tote bags.

Print Ad Placement

The Great Falls CVB will continue print advertising partnerships with Travel Montana in Convention, Events, and/or Meeting Publications. If other opportunities for print advertising become available and budget is sufficient, details will be submitted for final approval.

The print ad will drive leads to a specific greatfallscvb.visitmt.com URL. The website will provide detailed information about Great Falls with a link to our recruitment folder, additional attractions, upcoming events and lodging facilities. We will track and monitor the number of click throughs to the site.

Internet Advertising Placement

To drive traffic to our website, we will place banner ads and purchase links on other websites. This Internet advertising placement will drive leads to a specific greatfallscvb.visitmt.com URL. We will track and monitor the number of click throughs to the site.

Details for Convention and Event marketing will be submitted for final approval once opportunities are identified and results are reviewed from our current marketing efforts.

Objectives of Marketing Plan that support this project:

1) Increase the amount of Accommodation Tax collections in FY10 by 2%

4) Increase the number of visitor sessions to our website (greatfallscvb.visitmt.com) in FY10 by 10%.

6) Attend at least five separate Convention and Event trade shows in FY10.

7) Bid and secure at least two events or conferences to be held in Great Falls with attendance for each over 500

Portions of Marketing Plan supporting this project:

FY10 Goals #1, #2, #3, #5

This project supports the following Strategic Plan Goals:

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: CONVENTION AND EVENT MARKETING

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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CONVENTION & EVENT MARKETING

2009-2010 Tradeshow – Final Approval requested

National Tour Association – November 14-18, 2009 – Reno, Nevada

Convention Registration	\$1090.00
Membership	\$550.00
Lodging	\$500.00
Airfare	\$600.00
Meals	\$180.00
Ground Transportation	\$50.00
Misc. Expenses	\$50.00
Booth Fee with TM	\$300.00
Total	\$3320.00

Society of Govt. Meeting Professionals – TBA

Convention Registration	\$1600.00
Membership	\$300.00
Lodging	\$500.00
Airfare	\$600.00
Meals	\$180.00
Ground Transportation	\$50.00
Shipping/Storage	\$600.00
Misc. Expenses	\$50.00
Pre-show mailer	\$200.00
Electronic Mailing List	\$395.00
Total	\$4475.00

Christian Meeting and Convention Association Showcase – TBA

Convention Registration	\$850.00
Membership	\$250.00
Lodging	\$500.00
Airfare	\$600.00
Meals	\$150.00
Ground Transportation	\$50.00
Shipping/Storage	\$600.00
Misc. Expenses	\$50.00
Total	\$3050.00

Rocky Mountain International Roundup – April 14-17, 2010 – Montana

Registration	\$495.00
Lodging	\$250.00
Ground Transportation	\$300.00
Per Diem	\$100.00
Misc.	\$25.00
Total	\$1170.00

Total Tradeshow **\$12,015.00** **\$12,015.00**

Other Membership Dues – Final Approval requested

MPI \$ 325.00 \$ 325.00

Total Other Membership Dues **\$325.00** **\$325.00**

Convention and Events Marketing – Preliminary Approval

Attend 1 additional show	\$4810.00	\$4810.00
Bidding and Recruitment	\$6000.00	\$6000.00
Print Ad Placement	\$5000.00	\$5000.00
Internet Ad Placement	\$7000.00	\$7000.00
Creative for Ads	\$2500.00	\$2500.00
Total	\$25,310.00	\$25,310.00

PROJECT TOTAL **\$37,650.00** **\$37,650.00**

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Visitor Information Center Funding

Application Completed by: Carol Lindseth

Approval Requested

Final

Preliminary

Need for the project:

The Great Falls Visitor Information Center (VIC) is currently operated by the City of Great Falls. We will support the City's efforts with financial assistance for staffing in the amount of \$16,000.

We established this partnership with the City of Great Falls in FY08.

The primary services of the VIC are:

- Provide services for visitors to Great Falls
- Provide information and services to encourage visitors to stay extra days

Future goals of the VIC include:

- To continue working with Russell County, Chamber of Commerce, and the Convention & Visitors Bureau to provide tourism services for the community as well as service to new residents and existing residents.
- Explore ways to improve the facility and services.

The Great Falls Visitor Information Center is located at

15 Overlook Drive

Great Falls, MT 59405

Website: www.visitgreatfalls.net

The VIC operating hours are as followed:

May 1-Sept. 30 9am-6pm 7 days a week

October 1-April 30 10am-4pm 7 days a week

The VIC employs two part-time staff personnel.

Objectives of Marketing Plan that support this project:

1) Increase the amount of Accommodation Tax collections in FY10 by 2%.

Portions of Marketing Plan supporting this project:

FY10 Goal 1

This project supports the following Strategic Plan Goals:

#1 Increase four-season tourism revenues statewide through effective marketing

and promotions focusing on high value, low impact visitors.

#4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET: VISITOR INFORMATION CENTER FUNDING

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
VISITOR INFORMATION CENTER FINANCIAL ASSISTANCE FOR STAFFING COSTS	\$16,000		\$16,000
PROJECT TOTAL	\$16,000		\$16,000