

# *Great Falls*

**Convention & Visitors Bureau  
Marketing Plan**

**Fiscal Year 2010-2011  
July 1, 2010 – June 30, 2011**

**GREAT FALLS CONVENTION & VISITORS BUREAU  
FISCAL YEAR 2010/2011 MARKETING PLAN**

July 1, 2010- June 30, 2011

**Purpose**

To deliver positive marketplace recognition and encourage economic and cultural growth through the promotion of the city's 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 Centre, and Malmstrom AFB 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.
- **Grand and Diverse Scenery**
- **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, the University of Great Falls, MAFB, Montana School for the Deaf and Blind, Embry Riddle University MAFB, Park University MAFB, MSU-Northern.
- **Military presence** including MAFB, MANG, US Dept. of Defense, US Department of Homeland Security, and Customs and Border Protection agencies. The Government segment provides travel in our area year round.
- **Lodging Facilities** 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 relatively strong Canadian dollar.

- **Shopping** multiple area shopping merchants include the Holiday Village Shopping Mall, unique Downtown Great Falls stores, the Great Falls Marketplace Shopping complex, and several mini-malls..
- **Affordability** our tourism products are viewed as budget friendly
- **Safety**
- **Friendly and Down-to-Earth local citizens**

**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 a 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.
- Small marketing budget combined with increasing media costs.
- Limited number of Bed and Breakfasts and unique local dining and lodging offerings.
- Limited activities for younger adults and teens.
- Shallow employee pool with a low rate of pay; this causes a lot of disenchanted front-line employees with a negative view of Great Falls.
- The need to better educate front-line service employees about tourism activities and attractions in Great Falls.
- Lack of belief in ourselves as a community.

**Fiscal Year 2011 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' 2009 calendar year lodging tax revenues were split as follows:

- 21.6% January - March
- 25.4% April - June
- 32.5% July - September
- 20.5% October - December.

The greatest opportunities for increasing revenue are in the 1<sup>st</sup>, 2<sup>nd</sup>, and 4<sup>th</sup> 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 County, Montana Office of Tourism, 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 FY11 and will encourage partnerships with MT Office of Tourism, 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 tradeshows 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.*

- 7) *Create strategic partnerships to maximize our options to host premier events.*

- 8) *We will work with third party meeting planners to reach a wider network of groups looking for conventions, meetings and events venues.*

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

Great Falls FY11 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 2011 Measurable Objectives**

- 1) Increase the amount of lodging tax collections in FY11 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 Montana Office of Tourism and other bed tax funded entities.
- 4) Increase the number of visitor sessions to our website ([gfcvb.com](http://gfcvb.com)) in FY11 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 FY11.
- 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 Montana Office of Tourism'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:** Reprint 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 has been done and as seasons and events in Great Falls change we will make updates to our new site. 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 Montana Office of Tourism.

### ***Group Tour operators***

- 1) We will reach group tour operators by supporting marketing efforts of MT Office of Tourism to this segment. We also will attend the NTA and RMI tradeshows.

### ***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 MT Office of Tourism, 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 tradeshows 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 – FY2010/2011**

<b>Project Description/Category</b>		<b>FY10/11 Budget Total</b>	
<b>Consumer Marketing:</b>			
	Russell Country Travel Planner Ad Placement	\$6,000	
	Creative for planner ads	\$900	
	Print Ad Campaign	\$15,000	
	Glacier Map	\$1,500	
	Yellowstone Map	\$1,500	
Travel Planner Ad Placement	Creative for ad campaign	\$2,000	
	Print Collateral		
	Great Falls Brochure	\$5,000	
	Brochure distribution	\$4,000	
	creative for collateral	\$100	
	MT Vacation Planner Ad	\$1,000	
	Portage Map(dam map)	\$2,500	
	Event Promotion	\$100	
	Photo Library	\$1,900	
	<b>Total</b>		<b>\$41,500</b>
<b>Internet Site Updates:</b>			
	Website Design Updates	\$3,000	
	Internet Advertising	\$5,000	
	<b>Total</b>		<b>\$8,000</b>
<b>Public Relations:</b>			
	FAM Trips	\$1,000	
	<b>Total</b>		<b>\$1,000</b>
<b>Convention &amp; Event Marketing:</b>			
	Trade Shows	\$10,000	
	Membership Dues	\$1,000	
	Bidding and Recruitment	\$2,000	
	Print Ad Placement	\$2,000	
	Internet Ad Placement	\$2,000	
	Creative for ads	\$2,000	
	<b>Total</b>		<b>\$19,000</b>
<b>Joint Ventures</b>			
		\$1,000	
	<b>Total</b>		<b>\$1,000</b>
<b>Opportunity Marketing:</b>			
		\$5,000	
	<b>Total</b>		<b>\$5,000</b>
<b>TAC mtgs/Gov's Conf./Partners Mktg</b>			
	Travel/Expenses	\$1,500	
	<b>Total</b>		<b>\$1,500</b>
<b>Marketing Support:</b>			
	Administration (maximum 20%)	\$20,000	
	<b>Total</b>		<b>\$20,000</b>
<b>Visitor Information Center</b>			
		\$12,000	
	<b>Total</b>		<b>\$12,000</b>
<b>Telemarketing/Fulfillment:</b>			
	800 Line	\$600	
	Postage	\$1,440	
	<b>Total</b>		<b>\$2,040</b>
<b>Total Budget Requested</b>		<b>\$111,040</b>	<b>\$111,040</b>

**Organization Name:** Great Falls Convention & Visitors Bureau

**Project Name:** Russell Country Travel Planner

**Application Completed by:** Carol Lindseth

**Approval Requested**

**Final**

**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 in the Planner that were created in FY10 will again be used in FY11. The ads were very well designed with emphasis on local color, events and attractions. They targeted the geo-tourist family to encourage them to stay several days in Great Falls and experience our authentic hospitality.

**Objectives:**

- 1) Increase the amount of Accommodation Tax collections in FY11 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 FY11 by 10%

*Portions of marketing Plan supporting this project:*

**FY11 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

<b>PROJECT COSTS</b>	<b>STATE TOURISM FUNDS</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
Media Placement	\$6,000.00		\$6,000.00
Advertising Creative	\$900.00		\$900.00
<b>PROJECT TOTAL</b>	<b>\$6,900.00</b>		<b>\$6,900.00</b>

## 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**

**pre-lim--placement**

*Need for the project:*

The Great Falls CVB will target audiences with our print ad campaign who are described in Montana's 5-year Strategic Plan, as well as those that our statistics from prior years have shown to be successful. We will concentrate on print magazines that will be publishing editorial content related to Great Falls and our vacation product which is history and heritage travel, western-style vacations, paleontology, and outdoor recreation.

We would like to again include advertising in Fearn's Glacier National Park and Yellowstone National Park map brochures to our advertising folder. Great Falls is ideally located between the two parks and we would like to draw visitors who travel between the parks to spend a night or more in our city. This map would be for the calendar year 2011. We believe this advertising has proven successful for us in the past and we hope to continue our visibility in these markets.

*Objectives in marketing plan that support this project*

- 1) Increase the amount of Accommodation Tax collections in FY11 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 FY11 by 10%

*Portions of Marketing Plan supporting this project:*

FY11 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**

<b>PROJECT COSTS</b>	<b>STATE TOURISM FUNDS</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<b>Professional services:</b>			
Media Placement	\$15,000		\$15,000
Glacier Park Map Ad	\$1,500		\$1,500
Yellowstone Map Ad	\$1,500		\$1,500
Ad Creative	\$2,000		\$2,000
<b>Project total</b>	<b>\$20,000</b>		<b>\$20,000</b>

## 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 for 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 FY11 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 FY11 by 2%

4) Increase the number of visitor sessions to our website ([greatfallscvb.visitmt.com](http://greatfallscvb.visitmt.com)) in FY11 by 10%.

*Portions of Marketing Plan supporting this project:*

FY11 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, Great Falls Brochure**

<b>PROJECT COSTS</b>	<b>STATE TOURISM FUNDS</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
Creative for updates	\$100		\$100
Reprinting costs	\$5000		\$5000
Distribution	\$4000		\$4000
<b>PROJECT TOTAL</b>	<b>\$9,100</b>		<b>\$9,100</b>

**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:** MT Vacation Planner Ad

**Approval Requested**

**Final**

**Preliminary**

**Application Completed by:** Carol Lindseth

*Need for the project:*

The Great Falls CVB understands that we must help strengthen Montana's tourism by helping to support our Montana Travel Planner. We hope to entice visitors to Montana to include a stay in Great Falls as part of their Montana experience. In order to better reach our Montana vacationers we realize the importance of this publication as it is distributed at visitor information centers, and used in travel information racks as well as being used as a fulfillment package for callers and web site visitors who request travel information. We will make minor adjustments from an existing CVB ad for the MT Vacation Planner.

*Objectives of Marketing Plan that support this project:*

- 1) Increase the amount of Accommodation Tax collections in FY11 by 2%
- 4) Increase the number of visitor sessions to our web site ([greatfallscvb.visitmt.com](http://greatfallscvb.visitmt.com)) in FY11 by 10%.

*Portions of Marketing Plan supporting this project:*

FY11 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: MT Vacation Planner Ad**

<b>PROJECT COSTS</b>	<b>STATE TOURISM FUNDS</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<hr/>			
CONSUMER MARKETING MT Vacation Planner Ad			
1/8 th page color Ad	\$850.00		\$850.00
Creative	\$150.00		\$150.00
<b>PROJECT TOTAL</b>	<b>\$1,000.00</b>		<b>\$1000.00</b>

## Application for Projects over \$500

**Organization Name:** Great Falls Convention & Visitors Bureau

**Project Name:** Portage Map (dam and falls map)

**Application Completed by:** Carol Lindseth

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

*Need for the project:*

For 11 years Great Falls has been using a map that traces the history of the “Great Falls of the Missouri”. This map has been used and copied extensively to identify the falls and the dams on the Missouri River to visitors. The majority of visitors to Great Falls want to identify the waterfalls. It is also extremely helpful to those visitors studying Lewis and Clark’s journey. The Great Falls CVB would like to reproduce this map as it has been of great value as a tourism brochure for Great Falls and the surrounding area. The new Great Falls web site will be included on the brochure to encourage visitors to use our web site for additional information. We will send complete project details when more information is available.

*Objectives of Marketing Plan that support this project:*

- 1) Increase the amount of Accommodation Tax collections in FY11 by 2%
  
- 4) Increase the number of visitor sessions to our website ([greatfallscvb.visitmt.com](http://greatfallscvb.visitmt.com)) in FY11 by 10%.

*Portions of Marketing Plan supporting this project:*

FY11 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: Portage Map (dam and falls map)**

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
<hr/>			
CONSUMER MARKETING			
Portage map	\$2,500.00		\$2,500.00
<b>PROJECT TOTAL</b>	<b>\$2,500.00</b>		<b>\$2,500.00</b>

## Application for Projects over \$500

**Organization Name:** Great Falls Convention & Visitors Bureau

**Project Name:** Event promotion

**Application Completed by:** Carol Lindseth

<b>Approval Requested</b>
<input type="checkbox"/> Final
<input checked="" type="checkbox"/> 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 FY11 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 and more funding becomes available, 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 FY11 by 2%
  
- 4) Increase the number of visitor sessions to our website ([greatfallscvb.visitmt.com](http://greatfallscvb.visitmt.com)) in FY11 by 10%.

*Portions of Marketing Plan supporting this project:*

FY11 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	\$ 100.00		\$100.00
<b>PROJECT TOTAL</b>	<b>\$100.00</b>		<b>\$100.00</b>

## Application for Projects over \$500

**Organization Name:** Great Falls Convention & Visitors Bureau

**Project Name:** Photo Library

**Application Completed by:** Carol Lindseth

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

*Need for the project:*

The Great Falls CVB has been working diligently to increase the number of photos that we archive to use for print pieces, ad design, web site design or response photos for those writing editorial about the area. We have purchased a number of professional photos of the Great Falls area in order to have some "signature" photos. We have begun building a digital photo library covering four seasons in the community and we will continue to add colorful, digital photos of community events, venues, and attractions to our photo library. We would like to purchase a software program to better organize the photos.

*Objectives of Marketing Plan that support this project:*

- 1) Increase the amount of Accommodation Tax collections in FY11 by 2%
  
- 4) Increase the number of visitor sessions to our website ([greatfallscvb.visitmt.com](http://greatfallscvb.visitmt.com)) in FY11 by 10%.

*Portions of Marketing Plan supporting this project:*

FY11 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	\$1,600.00		\$1,600.00
Software	\$300.00		\$300.00
<b>PROJECT TOTAL</b>	<b>\$1,900.00</b>		<b>\$1,900.00</b>

## 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><b><u>Website Design Updates</u></b></p> <p><b>Approval Requested</b></p> <p><input checked="" type="checkbox"/> <b>Final</b></p> <p><input type="checkbox"/> <b>Preliminary</b></p>
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<p><b><u>Internet Advertising</u></b></p> <p><b>Approval Requested</b></p> <p><input type="checkbox"/> <b>Final</b></p> <p><input checked="" type="checkbox"/> <b>Preliminary</b></p>
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*Need for the Project:*

The new web site [greatfallscvb.visitmt.com](http://greatfallscvb.visitmt.com) is now online. We are continuing through monthly maintenance and updates to improve the content. We recently redesigned the guest book page in order to more effectively receive and answer all inquiries that come through our site. Cynroc , located in Billings MT was the successful bidder on our RFP for web site design and monthly maintenance. We will continue to drive traffic to our site by our web based advertising, the Great Falls brochure, other print advertising, search engine optimization and links through other web sites.

The GFCVB will place banner ads, and purchase search terms to better target our audience. We will also see what partnerships with Montana Office of Tourism 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 FY11 by 2%
- 4) Increase the number of visitor sessions to our website ([greatfallscvb.visitmt.com](http://greatfallscvb.visitmt.com)) in FY11 by 10%.

*Portions of Marketing Plan supporting this project:*

FY11 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**

<b>PROJECT COSTS</b>	<b>STATE TOURISM FUNDS</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
WEBSITE DESIGN UPDATES	\$3,000.00		\$3,000.00
INTERNET ADVERTISING	\$5,000.00		\$5,000.00
<b>PROJECT TOTAL</b>	<b>\$8,000.00</b>		<b>\$8,000.00</b>

## Application for Projects over \$500

**Organization Name:** Great Falls Convention & Visitors Bureau

**Project Name:** FY11 Public Relations - Press/FAM Trips

Application Completed by: Carol Lindseth

*Need for the Project:*

The Great Falls CVB will determine themes and seasons to highlight for Press/FAM trips. We will work closely with Montana Office of Tourism and also Russell County to partner and develop itineraries to showcase Great Falls' attractions and events. We will do a minimum of two group Press/FAM trips in FY11. We will work with Montana Office of Tourism on requests they receive for writer assistance.

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

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

*Objectives of Marketing Plan that support this project:*

1) Increase the amount of Accommodation Tax collections in FY11 by 2%

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

*Portions of Marketing Plan supporting this project:*

FY11 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: FY11 PUBLIC RELATIONS-FAM TRIPS**

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
FAM TRIPS	\$1000.00		\$1000.00
<b>PROJECT TOTAL</b>	<b>\$1000.00</b>		<b>\$1000.00</b>

## Application for Projects over \$500

**Organization Name:** Great Falls Convention & Visitors Bureau

**Project Name:** Convention & Events Marketing

**Application Completed by:** Carol Lindseth

<p><b>Trade Shows</b> Approval Requested ___Final ___X___Preliminary</p>	<p><b>Bidding &amp; Recruitment</b> Approval Requested ___Final ___X___Preliminary</p>	<p><b>Membership Dues</b> Approval Requested ___Final ___X___Preliminary</p>	<p><b>Ad Placement</b> Approval Requested ___Final ___X___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, convention, and bus tour destination. We will attend a minimum of three trade shows targeting convention/meeting planners as well as tour operators. Once results of FY10 trade show marketing efforts are analyzed, we will select our shows for FY11. In preliminary discussions the committee is looking at attending NTA, RMI, and Connect Marketplace. These shows have not been finalized as we are still doing research on the shows. The goal of the GFCVB is to attend tradeshow that are more focused and have pre-scheduled appointments. We have found that at some of the past tradeshow we have attended, the meeting planners were looking for locations a lot larger than Great Falls. As a result we would like to focus more on tradeshow with specialized niches. We are still doing research on which shows we feel would be the best return on investment.

### Bidding and Recruitment

This portion of the project includes minor updates to our recruitment folder produced in FY07, updates to the recruitment folder CD we are currently getting bids on, & promotional items to be given to trade show attendees.

### Membership Dues

The committee is still researching which associations we would like to be members of. Past memberships have included NTA, SGMP, RCMA, MPI, and CMCA. Our goal is to use membership lists as prospecting tools to bring more conventions, meetings, and bus

tours to Great Falls. Again, we are still researching which memberships would be the best return on our investment.

#### Print Ad Placement

The Great Falls CVB will look at print advertising partnerships with MT Office of Tourism 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 gfcvb.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 gfcvb.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 FY11 by 2%
  
- 4) Increase the number of visitor sessions to our website ([greatfallscvb.visitmt.com](http://greatfallscvb.visitmt.com)) in FY11 by 10%.
  
- 6) Attend at least five separate Convention and Event trade shows in FY11.
  
- 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:*

FY11 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**

<b>PROJECT COSTS</b>	<b>STATE TOURISM FUNDS</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
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**CONVENTION & EVENT  
MARKETING**

2010-2011 Tradeshows – Preliminary Approval

<b>Tradeshow Attendance</b>	<b>\$10,000</b>		<b>\$10,000</b>
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2010-2011 Bidding and Recruitment – Preliminary Approval

<b>Bidding and Recruitment</b>	<b>\$2,000</b>		<b>\$2,000</b>
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2010-2011 Membership Dues – Preliminary Approval

<b>Membership Dues</b>	<b>\$1,000</b>		<b>\$1,000</b>
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2010-2011 Ad Placement – Preliminary Approval

<b>Print Ad Placement</b>	<b>\$2,000</b>		<b>\$2,000</b>
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<b>Internet Ad Placement</b>	<b>\$2,000</b>		<b>\$2,000</b>
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<b>Creative for Ads</b>	<b>\$2,000</b>		<b>\$2,000</b>
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<b>PROJECT TOTAL</b>	<b>\$19,000</b>		<b>\$19,000</b>
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## 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 \$12,000.

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](http://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 FY11 by 2%.

*Portions of Marketing Plan supporting this project:*

FY11 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**

<b>PROJECT COSTS</b>	<b>STATE TOURISM FUNDS</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
VISITOR INFORMATION CENTER FINANCIAL ASSISTANCE FOR STAFFING COSTS	\$12,000		\$12,000
<b>PROJECT TOTAL</b>	<b>\$12,000</b>		<b>\$12,000</b>