

HELENA CONVENTION VISITORS BUREAU

FISCAL YEAR 2009/2010 MARKETING PLAN

July 1, 2009 - June 30, 2010

Purpose:

The purpose of the Helena CVB's FY09/10 Marketing Plan is to strengthen Helena's economy by promoting year-round sustainable tourism. This marketing plan will guide Helena's promotional efforts therefore increasing awareness of and visitation to Helena and the surrounding area. The Helena CVB will continue to seek out consumers of and partners for our tourism product to enjoy our cultural, historical and recreational adventures.

In 2008/2009 Helena business leaders conducted an extensive study to understand the strengths, weaknesses, opportunities and threats of the Helena community and to define a brand identity. The Helena Learning Institute was born from this process and is working to build participatory learning opportunities for visitors in the arts, history and recreation arenas.

The Helena CVB sees the Helena Learning Institute as a valued partner in tourism development and will provide marketing support as appropriate.

Identity of Helena - as identified by the Helena CVB:

Strengths that distinguish Helena are:

- **Helena's Learning Institute** offering hands-on learning opportunities - experiential, skill building activities.
- **Abundant recreational opportunities** nearby, including fishing, hunting, hiking, camping, boating, rafting, downhill and cross country skiing, snowmobiling, mountain biking, golfing and horseback riding.
- **Close proximity to recreational bodies of water;** Gates of the Mountains, Missouri River, Holter Lake, Canyon Ferry, Hauser Lake, Spring Meadow Lake and Park Lake. Readily accessible public lands.
- **Historical opportunities** such as Montana Historical Society Museum, Original Governor's Mansion, Historical Mansion District, Reeder's Alley and close-by ghost towns. As well as the Gates of the Mountains, the Lewis & Clark Trail, Fort Harrison Military Museum, The Capitol Building, Historic Last Chance Gulch and Helena's Tour Train.
- **Cultural opportunities** such as Grandstreet Theater, Montana Shakespeare Company, Great Northern Carousel, Holter Museum, Myrna Loy Center for the Performing Arts, Archie Bray Foundation for the Ceramic Arts, Exploration

Works Museum, Clay Arts Guild, Creation Arts Center, Saint Helena Cathedral, Helena Symphony and Chorale, Carroll College, "Live at the Civic" and other Civic Center events.

- **On-going seasonal special events** and attractions throughout the year such as; "Race to the Sky" Sled Dog Race, Mount Helena Music Festival, Last Chance Stampede & Rodeo, Governors Cup Race, Race for the Cure, Bluegrass Festival, Mount Helena Trolley to Trails Shuttle, Farmers Market, Western Rendezvous of Art, Downtown Helena's Art Walks and Wednesday's "Alive at Five", Wild West Fest, Symphony Under the Stars, Mondays at the Myrna, Helena's Last Chance Tour Train and many other regional athletic events.
- **Conveniently located between Glacier and Yellowstone Parks** making it a perfect stop for activities and overnight stays.
- **Helena is Montana's State Capital.**

Weaknesses and critical issues:

- Limited convention and events facilities.
- Limited public transportation, both from outside as well as inside the city of Helena.
- High cost of airfare inhibits flexibility in travel for visitors.
- Lack of extended store, shopping and attraction hours to accommodate the tourist.
- Limited signage directing visitors to Helena attractions on interstate highways.

Fiscal Year 09/10 Goals:

- 1) Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's historic, cultural and recreational attractions and activities.
- 2) Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. This includes Helena's Learning Institute, TBID, Gold West Tourism Region and Travel Montana.
- 3) Increase awareness in Helena's historic, cultural and recreational attractions among meeting and convention planners, helping them view Helena as a "see and do" destination.
- 4) Increase awareness of the convenient geographical location of Helena as it relates to

Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

How this plan supports the Montana Tourism and Recreation Strategic Plan:

Statewide Strategic Plan Goal(s):

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

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

Goal 9: Increase funding to maintain sustainable tourism and recreation.

Goal 10: Build an effective “team” to implement the Strategic Plan and report results.

Statewide Strategic Plan Actions to Achieve Goals:

1.1 Implement highly targeted consumer advertising/promotion campaigns

1.1.a Expand partnerships with tourism business/attractions as co-op partners

1.1e Enhance tracking/reporting and ROI from CVB advertising

1.2 Promote Montana to target groups/events, emphasizing off-peak season activities

1.2 d Target travel media to increase visibility to Montana as a leisure travel destination

4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

4.1.b Develop artisan/craftsmen trails statewide to highlight history and culture

9.2 Foster opportunities to pool public and private marketing dollars

9.3 Enhance funding for region and CVB marketing efforts

10.1 Recognize Travel Montana as “team captain” to communication/coordinate regularly with partners.

10.2 Create public/private/tribal partnerships for cooperative project implementation

Fiscal Year 09/10 Measurable Objectives based on Statewide Strategic Plan:

- Expand partnerships with tourism business/attractions as co-op partners
- Enhance tracking/reporting and ROI from CVB advertising
- Promote Montana to target groups/events, emphasizing off-peak season activities
- Target travel media to increase visibility to Montana as a leisure travel destination
- Promote existing historic/cultural assets for the enjoyment of residents and visitors
- Enhance funding for region and CVB marketing efforts

- Create public/private/tribal partnerships for cooperative project implementation
- Increase the number of user sessions by 5% per year on Helena CVB web site.

Target Geographic Markets:

1) Based on inquiries from our marketing and advertising efforts, visitors to the Helena Chamber of Commerce Visitor Centers and subscribers to our gohelena.com on-line newsletter, the Helena CVB will target the following states and providences. These include Washington, Idaho, Utah, California, Texas, Arizona, Florida, Oregon, Illinois, Colorado, Minnesota, Alberta, and Saskatchewan.

Target Demographics:

A) *Travelers Visiting Family and Friends:* The most popular leisure travel purpose in Montana and nationally is visiting friends and relatives. These are adults 35+ years of age, traveling with or without children. They have a household income of \$60,000+; participate in scenic trips, photography, camping & hiking, wildlife viewing, skiing and snowmobiling. These travelers enjoy outdoor activities, hands-on experiences and tend to visit state parks, museums, historic trails and nature areas.

B) *Leisure Travelers:* Adults 35+. They have a household income of \$60,000+ and travel with or without their children in the summer months; participate in shopping, attending social/family events, outdoor activities, rural sightseeing and visiting historic places and museums.

C) *Adventure Travelers:* Adults 30+ years of age, traveling with or without children. They have a household income of \$60,000+. They enjoy and participate in outdoor activities such as fishing, hiking/backpacking, camping, water recreation, skiing, and snowmobiling.

D) *Business Travelers/ Meeting & Convention Planners:* Business travelers often include leisure activities during at least one of their trips and many take family or friends on those trips. Meeting and Convention planners who seek to book small to medium sized conventions and meetings in an area offering unique Western Hospitality with a variety of local historical, cultural and recreational activities.

Marketing & Advertising Mediums Planned:

To reach Travelers Visiting Family and Friends, Leisure Travelers and Adventure Travelers.

1) Warm Season Magazine Campaign: Continue warm season consumer magazine advertising of our recreational, historical and cultural attractions in regional and national publications. This includes placing a full-page ad in Gold West's Travel Planner.

2) Website Updates: Update our existing website to offer our visitors the most up-to-date information on recreational, historical and cultural opportunities. As well as on-going events, available lodging and meeting facilities, on-line newsletter and on-going public relations efforts from the CVB's on-line press room.

3) HTML Permission Email Campaign: Use of a permission email network, targeting specific travel related categories and potential visitors.

4) Web Based Media/Search Terms Advertising Campaign: The Helena CVB will develop an Internet advertising campaign to reach our target audience during the warm season vacation-planning period on a direct, interactive level. We will primarily place listings on search engines, and will buy certain search words of interest to our target demographic to increase the likelihood of the user clicking through to our site.

5) FAM trip: develop, pitch and coordinate a Familiarization Trip for Helena. The objective of this campaign is to gain feature articles in regional and national publications about our recreational, historical and cultural attractions and events.

6) News Release/Pitch Letter: Develop, produce and coordinate a press release/pitch letter campaign. The objective of this campaign is to gain feature articles in regional and national publications about our recreational, historical and cultural attractions and events.

To reach Business Travelers/ Meeting and Convention Planners

We will keep our Website current offering valuable information to meeting and convention planners on accommodations, attractions and activities. We will respond to inquiries regarding meetings and conventions in a timely fashion providing detailed information based on the needs of the meeting or convention planner.

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

- Administration would be decreased
- Reduction in Internet advertising
- Reduction in consumer media placement

If you choose to reserve funds for future years, please identify purpose, anticipated project budget and amount of funds to be reserved this year.

None.

**HELENA CVB
FY2009/2010 - ANNUAL BUDGET OVERVIEW**

PROJECT DESCRIPTION/CATEGORY	FY09/10 BUDGET	
<u>Marketing Support</u>		
Administration (up to 20%)	\$15,159.00	(based on \$75,797.)
Technology/Computer	1,200.00	
TAC Meetings	1,000.00	
Marketing Plan Development FY10/11	2,500.00	
Smith Travel Research	2,000.00	
Opportunity	400.00	
Joint Ventures	100.00	
TOTAL		\$22,359.00
<u>Consumer Advertising</u>		
Warm Season Magazine Media	\$27,700.00	
Magazine Ad Production	3,000.00	
Gold West Travel Planner	2,200.00	
Gold West Planner Ad Production	2,000.00	
TOTAL		\$34,900.00
<u>Internet Advertising</u>		
Website Updates	\$14,500.00	
HTML Permission Email Campaign	2,500.00	
HTML Permission Email Production	1,000.00	
Web Based Media/Search Terms	2,500.00	
Web Based Media/Search Terms Production	1,000.00	
TOTAL		\$21,500.00
<u>Publicity</u>		
Photo Library	\$2,500.00	
FAM	7,500.00	
Press Release/Pitch Letter	3,000.00	
Public Relations Opportunity	100.00	
TOTAL		\$13,100.00
<u>Telemarketing/Fulfillment</u>		
Postage	\$4,000.00	
TOTAL		\$4,000.00
PROJECTED BUDGET		\$95,859.00

Note: Budget of \$95,868 is based on revenue projection of \$75,797 plus \$20,071 in uncommitted funds.

Approval Requested

Final

Preliminary

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Development of the Marketing Plan 2010/2011

Please explain the need for this project as well as a clear overview of the concept of the project.

The Helena Convention Visitors Bureau annually revisits its marketing position and works to develop a strong, focused marketing plan each year. This project encompasses the marketing support provided by Wendt in the form of preparation for, and facilitation of, a marketing planning session, and the subsequent development and writing of the FY10/11 Marketing Plan for submission to the Tourism Advisory Council. We will evaluate this project based on feedback from the Tourism Advisory Council.

Develop Objectives:

Our objective is to develop a cohesive, effective marketing plan that will be approved by the Tourism Advisory Council. Our plan will increase arrivals, length of stay and expenditures of Helena visitors by raising the overall level of awareness of Helena's historic, cultural and recreational attractions and activities.

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

All areas of the marketing plan support this project.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

- Goal 1:** Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low impact visitors.
- Goal 4:** Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)
- Goal 9:** Increase funding to maintain sustainable tourism and recreation.
- Goal 10:** Build an effective "team" to implement the Strategic Plan and report results.

This project supports the following Strategic Plan Actions to Achieve Goals:

- 1.1 *Implement highly targeted consumer advertising/promotion campaigns*
 - 1.1.a *Expand partnerships with tourism business/attractions as co-op partners*
 - 1.1e *Enhance tracking/reporting and ROI from CVB advertising*
- 1.2 *Promote Montana to target groups/events, emphasizing off-peak season activities*
 - 1.2 d *Target travel media to increase visibility to Montana as a leisure travel destination*
- 4.1 *Promote existing historic/cultural assets for the enjoyment of residents and visitors*
- 9.3 *Enhance funding for region and CVB marketing efforts*
- 10.1 *Recognize Travel Montana as "team captain" to communication/coordinate regularly with partners.*
- 10.2 *Create public/private/tribal partnerships for cooperative project implementation*

Detail pages attached: Yes

Budget: Attached

PROJECT BUDGET:

DEVELOPMENT OF THE FY10/11 MARKETING PLAN

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
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Professional Services:			
Strategic Planning	\$2,500.00		\$2,500.00
Project Total:			\$2,500.00

Approval Requested

Final

Preliminary

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Smith Travel Research

Need for the project:

Smith Travel Research produces a monthly "Star Report." This report is the hotel industry standard of benchmarking and provides useful data such as occupancy, demand, revpar and supply. With this report we will be able to see fluctuations in occupancy and demand and we will be able to see what months and seasons the CVB may need to market differently. This research will not only provide us with a benchmark for success in our sales efforts, but will be a destination management tool as we look at the quantity of rooms and evaluate our occupancies in our high, low and shoulder seasons.

Effectiveness of this project will be seen as we track trends in occupancy and revenue collected by local hotels and we will be able to see what impact if any we are making with our advertising dollars. This information will be distributed to the hotel/motel association and other entities interested in this information.

Develop Objectives:

Conduct research annually to measure results of advertising and web marketing, and improvements in ROI. Clearly define marketing strategies, funding needed annually and methods for measuring ROI.

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

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's historical, cultural and recreational attractions and activities.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

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

Goal 10: Build an effective "team" to implement the Strategic Plan and report results.

This project supports the following Strategic Plan Actions to Achieve Goals:

1.1e Enhance tracking/reporting and ROI from CVB advertising

10.1 Recognize Travel Montana as "team captain" to communication/coordinate regularly with partners.

PROJECT BUDGET:

SMITH TRAVEL RESEARCH

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
Professional Services:			
Smith Travel Research	\$2,000.00		\$2,000.00
Project Total			\$2,000.00

Approval Requested

Final

Preliminary

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Warm Season Magazine Media Placement
and Production

Please explain the need for this project as well as a clear overview of the concept of the project.

As a primary component of the FY09/10 marketing plan, the Helena CVB will continue magazine ad placement as a method of building awareness and producing inquiries from potential vacation travelers. Placement will be targeted to magazines that have a proven track record with the Helena CVB and fit within our geographic and demographic targets. Timing of the advertising placement and specific magazines used will be determined after July 1, 2009, and submitted to the Audits and Applications Committee for final approval.

The ad placed will be a small space, 4-color or black and white ad. In some cases slide and copy will be provided. Effectiveness of this project will be measured by tracking inquiries generated by each magazine and by calculating the cost per inquiry. The Helena CVB will respond to inquiries with the Helena Travel Planner produced with private sector dollars.

Develop Objectives:

Our objective is to maintain or increase the number of advertising inquiries received in the FY08/09 campaign. Leverage \$4 million in annual Travel Montana advertising expenditures into \$10+ million in media value. Increase the number of user sessions by 25% per year on Travel Montana and the Helena CVB websites.

Identify the portions of your marketing plan which support the project.

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's historic, cultural and recreational attractions and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

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

Goal 9: Increase funding to maintain sustainable tourism and recreation.

This project supports the following Strategic Plan Actions to Achieve Goals:

1.1 Implement highly targeted consumer advertising/promotion campaigns

1.1e Enhance tracking/reporting and ROI from CVB advertising

9.3 Enhance funding for region and CVB marketing efforts

Detail pages attached: Yes

Budget: Attached

PROJECT BUDGET:

WARM SEASON MAGAZINE MEDIA PLACEMENT & PRODUCTION

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
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Marketing/Advertising			
Account Management	\$ 500.00		\$ 500.00
Concept	\$ 350.00		\$ 350.00
Copywriting/editing/proofing	\$ 500.00		\$ 500.00
Layout/design/art production	\$ 1,200.00		\$ 1,200.00
Film/separations/output	\$ 200.00		\$ 200.00
Freight/phone/fax	\$ 50.00		\$ 50.00
Production planning/supervision	\$ 200.00		\$ 200.00
Media Placement	\$27,700.00		\$27,700.00
Project Total	\$30,700.00		\$30,700.00

ORGANIZATION NAME: Helena Convention Visitor Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Gold West Travel Planner Ad Placement
& Production

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

Please explain the need for this project as well as a clear overview of the concept of the project.
The Helena CVB will place a four-color full-page ad in the Gold West Travel Planner. As one of the largest cities in Gold West Country and as the Capital City of Montana, it is important that we have an advertising presence in this travel planner. This publication will continue to bring the Helena CVB together with travel consumers who are interested in the Gold West tourism region. The Helena CVB will produce a new 4-color ad and will respond to inquiries with the Helena Travel Planner. We will evaluate the success of this project by monitoring the number of Gold West Travel Planners dispersed and tracking inquiries generated by Helena’s ad within the planner.

Develop Objectives:

Our objective is to maintain or increase the number of advertising inquires received in the FY08/09 campaign. Increase the number of user sessions by 25% per year on Travel Montana and Helena CVB websites.

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

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's attractions and activities. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

- Goal 1:** Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low impact visitors.
- Goal 9:** Increase funding to maintain sustainable tourism and recreation.
- Goal 10:** Build and effective “team” to implement the Strategic Plan and report results.

This project supports the following Strategic Plan Actions to Achieve Goals:

- 1.1 Implement highly targeted consumer advertising/promotion campaigns
- 1.1e Enhance tracking/reporting and ROI from CVB advertising
- 9.3 Enhance funding for region and CVB marketing efforts
- 10.2 Create public/private/tribal partnerships for cooperative project implementation

Detail pages attached: Yes
Budget: Attached

PROJECT BUDGET:

GOLD WEST TRAVEL PLANNER AD PLACEMENT & PRODUCTION

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
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Marketing/Advertising			
Account Management	\$ 300.00		\$ 100.00
Copywriting/editing/proofing	\$ 300.00		\$ 300.00
Layout/design/art production	\$ 1,100.00		\$ 1,100.00
Film/separations/output	\$ 150.00		\$ 150.00
Freight/phone/fax	\$ 50.00		\$ 50.00
Production planning/supervision	\$ 100.00		\$ 100.00
Media Placement	\$ 2,200.00		\$ 2,200.00
Project Total	\$ 4,200.00		\$ 4,200.00

Approval Requested

Final

Preliminary

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Website Updates

Please explain the need for this project as well as a clear overview of the concept of the project.

Helena CVB will refresh our website with new graphics, copy and content including accommodations, activities, attractions and events. As the Web is used more and more by travelers, we need to keep information current and timely. We will also update the on-line press room offering potential writers/editors an opportunity to review and access current press releases and story pitches plus area photography. Evaluation of this project will be done by monitoring the number of visits to our site with Webtrends, tracking visitor guide requests, noting feedback received in the "comments" line of our site guest book and tracking our e-newsletter sign-ups.

Develop Objectives:

Our objective is to drive potential visitors to the Helena CVB website, therefore increasing the number of user sessions by 25% on both the CVB's site as well as Travel Montana's site. This tool is also important within our marketing plan to accommodate our business travelers/ meeting and convention planners by offering valuable information on accommodations, attractions and activities.

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

Increase arrivals, length of stay and expenditures of current Helena visitors by raising their overall level of awareness of Helena's historic, cultural and recreational attractions and activities. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. This includes supporting Helena's branding efforts and the Learning Institute. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination. Increase awareness in Helena's historic, cultural and recreational attractions among business travelers and convention and meeting planners helping them view Helena as a "see and do" destination.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

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

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

Goal 9: Increase funding to maintain sustainable tourism and recreation.

Goal 10: Build an effective "team" to implement the Strategic Plan and report results.

This project supports the following Strategic Plan Actions to Achieve Goals:

1.1.a Expand partnerships with tourism business/attractions as co-op partners

1.1e Enhance tracking/reporting and ROI from CVB advertising

1.2 Promote Montana to target groups/events, emphasizing off-peak season activities

1.2 d Target travel media to increase visibility to Montana as a leisure travel destination

4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

9.3 Enhance funding for region and CVB marketing efforts

10.2 Create public/private/tribal partnerships for cooperative project implementation

Detail pages attached: Yes

Budget: Attached

PROJECT BUDGET:

WEBSITE UDATES

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
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Marketing/Advertising			
Account Management	\$ 1,000.00		\$ 1,000.00
Production Planning/Supervision	\$ 1,500.00		\$ 1,500.00
Copywriting/Editing/Proofing	\$ 2,500.00		\$ 2,500.00
Site Design/Production	\$ 9,500.00		\$ 9,500.00
Project Total	\$14,500.00		\$14,500.00

Approval Requested

Final

Preliminary

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: HTML Permission E-mail Campaign

Please explain the need for this project as well as a clear overview of the concept of the project.

Helena CVB will research and develop a targeted permission e-mail campaign using an e-mail network. This campaign will bring the Helena CVB together with travel consumers who have given permission to receive promotional messages targeted to their personal interests. The Helena CVB will send a highly targeted message to a select group of 12,500 potential consumers or members of an e-mail network. We will be using YesMail's marketing partners program. Our target list of names will come from the lists of United Airlines, Delta Airlines, Northwest Airlines, Hertz and Hilton properties. The FY08/09 permission e-mail campaign is still in progress. Success will be reported in summer 2009. Evaluation of this project will be easily tracked by determining how many members of this network visited Helena's website, how quickly they visited after receiving the message and finally the cost of getting each member to visit. YesMail will provide this tracking information.

Develop Objectives:

Our objective is to drive potential visitors to the Helena CVB website, therefore increasing the number of user sessions by 25% on both the CVB's site as well as Travel Montana's site.

Identify the portions of your marketing plan which support this project:

Increase arrivals, length of stay and expenditures of current Helena visitors by raising their overall level of awareness of Helena's historic, cultural and recreational attractions and activities. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

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

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

Goal 9: Increase funding to maintain sustainable tourism and recreation.

Goal 10: Build an effective "team" to implement the Strategic Plan and report results.

This project supports the following Strategic Plan Actions to Achieve Goals:

1.1.a Expand partnerships with tourism business/attractions as co-op partners

1.1e Enhance tracking/reporting and ROI from CVB advertising

1.2 Promote Montana to target groups/events, emphasizing off-peak season activities

1.2 d Target travel media to increase visibility to Montana as a leisure travel destination

4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

9.3 Enhance funding for region and CVB marketing efforts

10.2 Create public/private/tribal partnerships for cooperative project implementation

Detail pages attached: Yes

Budget: Attached

PROJECT BUDGET:

INTERNET ADVERTISING: PERMISSION E-MAIL CAMPAIGN

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
<hr/>			
Professional Services			
Account Management	\$ 100.00		\$ 100.00
Copywriting/Editing/Proofing	\$ 500.00		\$ 500.00
HTML design/production	\$ 400.00		\$ 400.00
Other:			
Expense: Direct Email List	\$2,500.00		\$2,500.00
Project Total	\$3,500.00		\$3,500.00

Approval Requested

Final

Preliminary

ORGANIZATION NAME: Helena CVB

PROJECT NAME: Web Based Media/Search Terms Advertising Campaign

APPLICATION COMPLETED BY: Mike Mergenthaler

Please explain the need for this project as well as a clear overview of the concept of the project.

The Helena CVB will develop a Web based media and search terms advertising campaign to reach our target audience during the warm season vacation-planning period on a direct, interactive level. We will primarily place listings on search engines, and will buy certain search words of interest to our target demographic to increase the likelihood of the user clicking through to our site. The FY08/09 Web based media/search term campaign is in process. Success will be reported in summer 2009. We will begin media planning in early 2010.

Develop Objectives

Our objective is to drive potential visitors to the Helena CVB website, therefore increasing the number of user sessions by 25% on both the CVB's site as well as Travel Montana's site. The number of click-throughs we receive from the search engines to the Helena CVB's web site will measure the effectiveness of this project. The web site will also be monitored for increased activity during the timeframe of the project.

Identify the portions of your marketing plan that support this project.

Increase arrivals, length of stay and expenditures of current Helena visitors by raising their overall level of awareness of Helena's historic, cultural and recreational attractions and activities. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

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

Goal 9: Increase funding to maintain sustainable tourism and recreation.

Goal 10: Build an effective "team" to implement the Strategic Plan and report results.

This project supports the following Strategic Plan Actions to Achieve Goals:

1.1.a Expand partnerships with tourism business/attractions as co-op partners

1.1e Enhance tracking/reporting and ROI from CVB advertising

1.2 Promote Montana to target groups/events, emphasizing off-peak season activities

1.2 d Target travel media to increase visibility to Montana as a leisure travel destination

9.3 Enhance funding for region and CVB marketing efforts

10.2 Create public/private/tribal partnerships for cooperative project implementation

Detail pages attached: Yes

Budget: Attached

PROJECT BUDGET:

WEB BASED MEDIA AND SEARCH TERM ADVERTISING CAMPAIGN

PROJECT COSTS	TOURISM FUNDS	OTHER FUNDS	TOTAL
<hr/>			
Professional Services			
Account Management	\$ 500.00		\$ 500.00
Copywriting	\$ 200.00		\$ 200.00
Production Planning/Supervision	\$ 300.00		\$ 300.00
Marketing/Advertising			
Media Placement	\$2,500.00		\$2,500.00
Project Total	\$3,500.00		\$3,500.00

ORGANIZATION NAME: Helena Convention Visitor Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Publicity - Photo Library

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

Please explain the need for this project as well as a clear overview of the concept of the project.
 The Helena CVB will develop a comprehensive list of photography that is needed for marketing and public relations efforts and hire professional photography services to acquire the list of photographs. The CVB recognizes the availability of Travel Montana photography as well as the availability of area photography. It is felt that those resources are sometimes overused and in some cases cost prohibitive. The CVB wishes to add to the development to their own digital library to be used in current and future publicity, marketing and website efforts. Evaluation of this campaign will be done by tracking usage of the photography for public relations, marketing and Website efforts by the CVB.

Develop Objectives:
 This project will give the Helena CVB access to their own custom photography for marketing, advertising and Internet communications. Our objective is to drive potential visitors to the Helena CVB website, therefore increasing the number of user sessions by 25% on both the CVB’s site as well as Travel Montana’s site. Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually.

Identify the portions of your marketing plan which support this project:
 Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's attractions and activities.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

- Goal 1:** Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low impact visitors.
- Goal 9:** Increase funding to maintain sustainable tourism and recreation.

This project supports the following Strategic Plan Actions to Achieve Goals:

- 1.2 d Target travel media to increase visibility to Montana as a leisure travel destination
- 9.3 Enhance funding for region and CVB marketing efforts

PROJECT BUDGET:

PUBLICITY – PHOTO LIBRARY

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
<hr/>			
Professional Services:			
Professional Photography	\$2,500.00		\$2,500.00

Project Total **\$2,500.00**
ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: FAM Tour

Approval Requested

Final

Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project.

The Helena Convention Visitors Bureau will develop a FAM trip and bring writers and media representatives to Helena and provide them with information and experiences for travel articles. Our FAM will be a 4-day trip with the objective of bringing writers to enjoy and write about our recreational, historical and cultural amenities. The FAM theme, source for invitees and suggested itinerary will be provided to the Tourism Advisory Council for approval after July 1, 2009.

Evaluation of this FAM will be accomplished by tracking articles published by the writers and editors that have participated, collecting those articles and reporting on publicity value.

Develop Objectives:

This fits our goal of seeking appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. We are helping leverage the \$4 million in annual Travel Montana advertising expenditures into \$10+ million in media value.

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

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's historical, cultural and recreational attractions and activities. Seek appropriate marketing opportunities and partnerships with other tourism organizations, events and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

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

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

Goal 9: Increase funding to maintain sustainable tourism and recreation.

This project supports the following Strategic Plan Actions to Achieve Goals:

1.1 Implement highly targeted consumer advertising/promotion campaigns

1.1.a Expand partnerships with tourism business/attractions as co-op partners

1.1.e Enhance tracking/reporting and ROI from CVB advertising

1.2 Promote Montana to target groups/events, emphasizing off-peak season activities

1.2. d Target travel media to increase visibility to Montana as a leisure travel destination

4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

9.3 Enhance funding for region and CVB marketing efforts

Detail pages attached: Yes

Budget: Attached

PROJECT BUDGET:

FAM TOUR

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
<hr/>			
Professional Services:			
Account Management	\$ 300.00		\$ 300.00
Project Administration	\$ 300.00		\$ 300.00
PR Services	\$4,200.00		\$4,200.00
Phone/Fax/Mail	\$ 200.00		\$ 200.00
Miscellaneous Expenses:			
Plane Tickets	\$2,500.00		\$2,500.00
Project Total:	\$7,500.00		\$7,500.00

Approval Requested

Final

Preliminary

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Press Release/Pitch Letter Campaign

Please explain the need for this project as well as a clear overview of the concept of the project.

The Helena CVB will develop a comprehensive publicity campaign targeting publications featuring editorial relevant to our area attractions and activities of interest to our target audiences. This project includes the development of a storyline for the releases and a list of fifty priority and secondary publications. All research, writing, pitching, follow-up, tracking and reporting are included in this project. Evaluation of this campaign will be done by tracking editorial produced by writers and editors that are targeted to receive our pitch letters and press releases.

Develop Objectives:

Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually.

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

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's historical, cultural and recreational attractions and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

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

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

Goal 9: Increase funding to maintain sustainable tourism and recreation.

This project supports the following Strategic Plan Actions to Achieve Goals:

1.1 Implement highly targeted consumer advertising/promotion campaigns

1.1.a Expand partnerships with tourism business/attractions as co-op partners

1.1e Enhance tracking/reporting and ROI from CVB advertising

1.2 Promote Montana to target groups/events, emphasizing off-peak season activities

1.2 d Target travel media to increase visibility to Montana as a leisure travel destination

4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors

9.3 Enhance funding for region and CVB marketing efforts

Detail pages attached: Yes

Budget: Attached

PROJECT BUDGET:

PRESS RELEASE/PITCH LETTER CAMPAIGN

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
<hr/>			
Professional Services:			
Agency research, writing, tracking			
Follow-up and reporting	\$2,800.00		\$2,800.00
Miscellaneous Expenses:			
Copies, postage,			
long distance phone calls			
and photo duplication.	\$200.00		\$200.00
Project Total	\$3,000.00		\$3,000.00

Approval Requested

Final

Preliminary

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Public Relations Opportunities

Please explain the need for this project as well as a clear overview of the concept of the project.

The Helena CVB would like to assign a project and budget for public relations opportunities that may occur during the FY09/10 marketing year. It is our hope that our revenue will increase and that we will be able to add to the budget and develop additional public relations projects. When additional budget and project opportunities are available, the CVB will submit details of this project to the Tourism Advisory Council for approval.

Develop Objectives:

Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually.

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

Increase arrivals, length of stay and expenditures of Helena visitors by raising their overall level of awareness of Helena's historical, cultural and recreational attractions and activities. Increase awareness of the convenient geographical location of Helena as it relates to Glacier and Yellowstone Parks thus encouraging visitors to the parks to take advantage of Helena as a travel destination.

Detail pages attached: Yes

Budget: Attached

PROJECT BUDGET:

PUBLIC RELATIONS OPPORTUNITIES

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
Professional Services:	\$100.00		\$100.00
Project Total	\$100.00		\$100.00

Approval Requested

Final

Preliminary

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Computer Purchase

Please explain the need for this project as well as a clear overview of the concept of the project.
 The Helena Convention Visitors Bureau is requesting funds to purchase a new computer. The current computer is four years old and needs to be updated with a new laptop with a larger screen and software updates. A new computer will keep the Helena CVB current with technology and give us the ability continue to produce top notch marketing support materials.

Develop Objectives:
 Our objective is to increase productivity of the Helena CVB’s administration, project development and overall marketing efforts.

Identify the portions of your marketing plan which support this project.
 All areas of the marketing plan support this project.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goals:

- Goal 1:** Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low impact visitors.
- Goal 10:** Build an effective “team” to implement the Strategic Plan and report results.

This project supports the following Strategic Plan Actions to Achieve Goals:

- 1.1.a Expand partnerships with tourism business/attractions as co-op partners
- 1.1e Enhance tracking/reporting and ROI from CVB advertising
- 1.2 Promote Montana to target groups/events, emphasizing off-peak season activities
- 1.2 d Target travel media to increase visibility to Montana as a leisure travel destination
- 4.1 Promote existing historic/cultural assets for the enjoyment of residents and visitors
- 9.3 Enhance funding for region and CVB marketing efforts
- 10.2 Create public/private/tribal partnerships for cooperative project implementation
- 1.1e Enhance tracking/reporting and ROI from CVB advertising

PROJECT BUDGET:

COMPUTER PURCHASE

PROJECT COSTS

	LODGING TAX	OTHER FUNDS	TOTAL
Computer Purchase	\$1,200.00		\$1,200.00
Project Total:			\$1,200.00