

Organization Name: Missoula Convention and Visitors Bureau

Project Name: MP10/11: Opportunity – River
City Roots Festival Regional Campaign

Application Completed by: Barbara Neilan, Executive Director

Approval Requested
<u> X </u> Final
<u> </u> Preliminary

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

The River City Roots Festival 2010 is a two day signature event featuring music on West Main Street stages, a juried art show, a Children’s Festival in Caras Park, a 4mile run through Greenough Park and Downtown, and a food court on Ryman Street and Main Streets. The event is produced by The Missoula Downtown Association in Partnership with: City of Missoula Police Department, the Downtown Arts Community, Run Wild Missoula, and SpectrUM Science Discovery Area

The purpose is to celebrate the community of Missoula, increase visitors and revenue for the Missoula business community and to showcase Missoula as a Western Montana gem. The goal for this year’s event is 20,000 people with a 10-year goal of attracting 60,000. The targeted audience is affluent, well-educated and has disposable income. Attendance in year three saw an increase in out of area visitation due to regional advertising supported by the Missoula CVB and that number is expected to increase each year as awareness of the festival becomes more established. The goal is to make Missoula the region’s destination for art and music.

The MCVB will aid in the regional advertising of this event, concentrating on Missoula drive-markets, by placing the following print and on-line advertisements:

- A full color ¼ pg. ad in the Montana Standard summer Festival Guide published July 2, 2010. The guide is inserted into The Montana Standard, Helena Independent Record, The Missoulian and the Billings Gazette and distributed at Evel Knievel Days – July 22-24, the National Folk Festival – July 9-11, and An Ri Ra – August 13-15. The National Folk Festival’s attendance alone was approximately 165,000. The large newspapers from across the state reach thousands of visitors coming to the State from all directions, specifically interested in what there is to see and do in Montana.
- An 8 unit, full-color ad in the College Guide published by the Pacific Northwest Inlander in Spokane, Washington. 51,000 copies of the guide are distributed to over 950 locations throughout the Inland Northwest, 2,200 copies distributed to seven area college campuses, and 2,800 copies distributed at Freshman orientation for three area colleges. This ad was discounted from \$760 to \$625.00
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Develop Objectives

The purpose of this step is to establish realistic, achievable objectives and assess the feasibility of your project in relation to stated objectives. Your objectives should be specific, measurable and realistic.

A. Maintain 2009 Room Nights. With the decline in the economy, Missoula saw a corresponding decline in visitation. The summer months (June, July August) averaged 73.5% occupancy, while the months of December and January averaged as low as 34.6%, leaving Missoula with an annual average occupancy rate of 59.5%, down from 63.3% in 2008. STR Global’s 2010 forecast predicts caution in 2010 with the continued economic uncertainty, but predicts an upward trend by 2011.

C. Education. Education of visitors to raise awareness of Missoula as a destination, the community to increase awareness of tourism and its economic effects, and professional development of key MCVB personnel.

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

Marketing Goals:

A.2. The Missoula CVB will partner with the Missoula International Airport, the Missoula Cultural Council, the Missoula Downtown Association, Southgate Mall, the Missoula Area Economic Development Corporation, the University of Montana and other local organizations and businesses to help promote 3-4 events in Missoula, with an emphasis on off peak/shoulder seasons. The MCVB will specifically target cultural, sporting and entertainment events, and will help establish unique winter events. These events will be advertised to Missoula's direct flight and drive markets.

A.7. The MCVB will continue to market cooperatively with Travel Montana, Glacier Country Regional Tourism Commission, other tourism organizations and key non-profits and private businesses to promote Missoula to individual and group travelers, meeting planners, and key niche market travelers (such as cultural, winter, destination weddings, girlfriend getaways, etc.).

Geographic Markets:

- The primary states from which most inquires come: California, Washington, Texas, Illinois and Minnesota.
- The secondary states from which most inquires come: New York, Colorado, Pennsylvania, Oregon, Alberta Canada and Arizona.
- The states immediately surrounding Montana and Canada.
- Residents from other parts of Montana.

Demographic Markets:

- Individual Travelers
- Group Gatherings and Tours

Does this project support the Strategic Plan? Yes No

If so, describe how:

Goal 1: Increase four season 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.

1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions

1.2: Promote Montana to targeted groups and events, emphasizing off-peak season.

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.

4.1.a Use local historic/cultural/tribal attractions as venues for conferences, events and educational seminars.

Goal 5: Support appropriate tourism business growth, including new tourism

products and services, for target customer markets.

5.1: Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

5.1.a Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.

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

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

You may put additional information on the back if necessary.

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail information below: Yes No

Project Budget:

All funds for this project are from accommodations tax.

Print Placement	\$ 1,000.00
TOTAL for project	\$ 1,000.00