



**FY09/10 Marketing Plan
July 1, 2009 - June 30, 2010**

PURPOSE

The overall purpose of this marketing plan is to increase the number of visitors to the Missouri River Country Region by promoting local businesses, events and attractions to tourists, group tour planners and hunting, fishing and birding enthusiasts.

Our marketing efforts will focus on promoting Missouri River Country as an area filled with historical and cultural destinations, beautiful rivers and lakes, hospitable people and numerous outdoor opportunities.

We continue to turn our efforts toward development of both online marketing and online content – to give potential visitors using our website more tools for researching and planning their trips. In addition, we will continue taking advantage of partnerships with other tourism entities, working together to more effectively promote our area as a tourist destination.

Missouri River Country is a unique corner of Montana and would like to see more accurate and comprehensive research data specifically representing our region, to assist in making reliable decisions for our future marketing plans.

Our primary marketing objectives are to increase visitation and communicate a cohesive and effective marketing identity, in accordance with Travel Montana's 2008-2012 5-Year Strategic Marketing Plan.

IDENTITY OF THE AREA, AS IDENTIFIED BY MISSOURI RIVER COUNTRY

Strengths:

Museums, Interpretive & Educational Centers

- Fort Peck Interpretive Center & Dinosaur Museum
- Bainville Pioneer Pride Museum
- City Museum (Poplar)
- Culbertson Museum & Visitor Information Center
- Fort Peck Assiniboine and Sioux Culture Center and Museum (Poplar)
- Fort Peck Paleontology Field Station
- Garfield County Museum
- Children's Museum of Northeast Montana (Glasgow)
- Historical Society Museum (Lambert)
- Judith River Dinosaur Institute (Malta)
- McCone County & Circle Museum
- MonDak Heritage Center, Museum & Art Gallery (Sidney)
- Montana Agate Museum (Savage)
- Phillips County Museum (Malta)
- Pioneer Town & Museum (Scobey)
- Sheridan County Museum (Plentywood)
- Warm Water Fish Hatchery (near Ft. Peck Interpretive Center & Museum)
- Wolf Point Historical Society & Museum

Events & Attractions

- Various local events & sporting tournaments
- Chet Huntley School House (Saco)
- County Fairs (various)
- Fort Peck Summer Theatre
- Montana Dinosaur Trail
- Northeast Montana Birding Trail
- Pioneer Days and Dirty Shame Show (Scobey)
- Sidney Water Slide
- Snowden and Old Fairview bridges (Fairview)
- Valley County Pioneer Museum (Glasgow)
- Valley Events Center (Glasgow)
- Wild Horse Stampede (Wolf Point)
- Zortman (Historic Mining Town)

Lewis & Clark Attractions

- Hiking Trail & Observation Point w/ Interpretive Signage (Fort Peck)
- Lewis & Clark Visitor's Center (Sidney)
- Missouri-Yellowstone Confluence Interpretive Center
- Scenic Overlook on Hwy. 24 with interpretive signage

Scenic Drives

- Leo B. Coleman Wildlife Exhibit
- Bowdoin National Wildlife Refuge
- Medicine Lake National Wildlife Refuge
- North James Kipp Park (Charles M. Russell Wildlife Refuge)

Abundant Recreational Opportunities

- Brush Lake State Park
- Charles M. Russell Wildlife Refuge
- Fishing, boating, camping, hiking, hunting, golfing, canoeing
- Scenic drives; pristine, open spaces in a serene environment
- Natural history opportunities including an abundance of natural history activities: birdwatching, agate hunting, photography, dinosaur digs

Challenges:

Poor Public Perception and Recognition

Missouri River Country continues to be primarily a “drive-through” region, with studies by ITRR indicating that more visitors to the state are “just passing through” to destinations with more widely recognized icons. We must continue to educate travelers that there are activities and points of interest in the region. We are addressing this problem by providing additional information at kiosks and distributing our printed materials more widely. A lack of funding precludes the Region from developing programs for the Winter Season, like ice fishing, sledding, cross-country skiing trails and skating.

Distance/Lodging/Transportation

Travel can be daunting, as long distances – coupled with limited lodging and services – are potential stumbling blocks. In addition, access to transportation is limited. Missouri River Country has no major Interstate routes, terminals or airports. These challenges are all exacerbated in the Winter Season, when road conditions keep visitors at home or in other parts of the state where organized winter activities draw tourists year-round.

Lack of Communication/Coordinated Efforts

Intra-community sharing of knowledge and information to help promote tourism within Montana's Missouri River Country is always an area in need of improvement. It is a challenge to get communities to work together to promote their areas and increase tourism and we will continue our efforts to help this by offering our co-op marketing strategies to build Region unity.

FISCAL YEAR 2010 GOALS

- 1) Increase arrivals and encourage extended stays and increased expenditures by our frequent repeat visitors by focusing promotions and advertising on the Warm Season, and raising visitors' overall level of awareness of Missouri River Country attractions and activities.
- 2) Promote and support Missouri River Country's newer attractions, including the Ft. Peck Interpretive Center & Museum, the Dinosaur Trail and the Northeast Montana Birding Trail.
- 3) Seek co-operative marketing opportunities with the state of Montana and other appropriate entities.
- 4) Increase awareness of Missouri River Country and the organization's role in regional tourism development.
- 5) Promote our unique outdoor recreation activities, including hunting and fishing opportunities and the new Brush Lake State Park.
- 6) Promote regional conventions, events and shopping.
- 7) Gain feature stories in regional and national consumer publications about events and attractions that expose our region's unique attractions (particularly our expanding Dinosaur attractions).
- 8) Develop both online marketing and online resources to increase visitor interest in the region, and to make it easy for visitors to find and use information that will spur planning decisions.
- 9) Gain increased exposure of Missouri River Country online through web-based public relations, keyword placements on search engines, online packages, and related tactics.

HOW THE MARKETING PLAN SUPPORTS THE STATEWIDE 2008-2012 TOURISM & RECREATION STRATEGIC PLAN

- 1) Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.
- 3) Address management and access issues for sustainable recreation on private, state and federal lands.
- 4) Enhance and preserve Montana's culture and history.
- 5) Support appropriate tourism business growth, including new tourism products and services, for target customer markets.
- 8) Enhance the "curb appeal" of Montana communities to attract visitors.
- 10) Build an effective "team" to implement the Strategic Plan, and report results.

FISCAL YEAR 2010 MEASURABLE OBJECTIVES

- 1) Increase the amount of Bed Tax collections in FY10 by 5% over FY09.
- 2) Spend 100% of the budget allocated on co-op partnerships.
- 3) Increase ad inquiries by 5%, and obtain an overall cost-per-inquiry of \$5 or less.
- 4) Increase the number of web visits and page views on our website in FY10 by at least 10%.
- 5) Continue distributing our new e-newsletter in August 2009, April 2010 and June 2010 and continue developing a database of at least 50 additional potential visitors.
- 6) Distribute 100% of our allocated Calendars of Event and rack brochures throughout Missouri River Country by June, 2010.
- 7) Print and distribute 100% of our allocated Travel Planners throughout Missouri River Country in FY10.
- 8) Achieve at least \$15,000 in Publicity Values from our planned FAM tours.
- 9) Distribute at least ten press kits to qualified media leads.
- 10) Drive traffic to Missouri River Country attractions on the Dinosaur Trail, ultimately contributing to 10% or more increased visitation to those attractions.

- 11) Attend at least three Trade Shows, distribute at least 500 Missouri River Country Travel Planners/DVDs at each, and distribute our plastic bags and promotional items.
- 12) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.
- 13) Promote our region to birding enthusiasts, and make our numerous birding locations easy to identify by reprinting and distributing the existing Northeast Montana Birding Trail brochure. Our measurable objective is to complete this brochure reprint by March, 2010 so that distribution can begin with spring inquiries, and to distribute the brochure to 100% of inquiries on this subject.

TARGET GEOGRAPHIC MARKETS

Missouri River Country will target the following geographic markets, which provide our current base of visitors and potential for increased visits by high-value, low-impact tourists: North Dakota, Minnesota, Washington, Oregon and Alberta and Saskatchewan, Canada. Some Southwestern and Midwestern markets are "opportunity" markets that we will reach through national circulation in various publications utilized in our Consumer Magazine Advertising campaign and via trade show attendance.

TARGET DEMOGRAPHICS

A) Hunters & Fishers:

Heavily skewed male audience, typical income level of \$35,000+; census statistics suggest about 16% of the general US population age 16 and older fishes, while 6% hunt.

B) History & Culture Buffs:

Adults 35+ who are traveling with or without children, with a household income of \$60,000+. These travelers are interested in a variety of history, arts and culture and are likely to visit a historical site during their vacation.

C) Couples: Adults 30+ years of age without children. They have a household income of 40,000+, interested in history/culture/arts, museums, soft adventure, wildlife viewing/bird watching, events, scenic attractions.

D) Traditional Family Travelers: Adults 35+ years of age, with or without children. They have a household income of \$60,000+. These travelers participate in scenic driving, nature photography, camping/hiking, museums and wildlife viewing/bird watching. They are interested in creating a relaxing and memorable experience together.

E) RV/Camping Travelers: Adults 35-54, with children; Adults 55-64, without children. They have a household income of \$75,000+. These travelers participate in camping, hiking and visiting historic sites, sightseeing, photography and wildlife viewing/bird watching.

F) Outdoor Enthusiasts: Adults 35-54 years of age who are traveling with or without children. They have a household income of \$40,000+. They enjoy participating in outdoor activities such as camping, hiking, biking, fishing, hunting, birding and water recreation.

G) Group Tour Operators who have a strong interest in history and culture related tours, Lewis & Clark and the Rocky Mountain West; includes RV travelers and travel clubs.

MARKETING METHODS, INCLUDING ADV. MEDIUMS TO BE USED

Reaching Hunters & Fishers, History & Culture Buffs, Couples, Traditional Family Travelers, RVers/Campers, Outdoor Enthusiasts, Group Tour Operators.

A) Consumer Magazine Advertising: Our ads will promote the recreational and historical/cultural/dinosaur attractions in our region, in various regional and national publications as outlined under our Target Markets. We will also explore every opportunity to partner with Travel Montana in co-op ventures.

B) Travel Planner: We will be distributing our comprehensive Travel Planner at trade shows and to all visitor inquiries. The Planner promotes attractions, events, activities, driving tours and contact information in our region.

C) Website: Continued updates will increase the site's inclusion of up-to-date information and photography, and encourage longer/more frequent website visits.

D) Billboards: Billboards will be placed just east of Wolf Point, in Oswego, and near Malta, to encourage out-of-state tourists driving through Missouri River Country to stop and visit various Dinosaur Trail attractions in our region.

E) Online: This will include e-newsletters, online keyword searches, online public relations campaigns, banner ads, and HTML e-mails. We will continue to announce new attractions and events, keeping awareness high, and encouraging repeat visits.

F) Calendar of Events: This existing piece will be updated, reprinted and distributed to maintain awareness and encourage attendance of current events in Missouri River Country.

G) Public Relations: We will encourage written articles about Missouri River Country by participating in FAM Tours, possibly promoting dinosaur digs, fishing, hunting, birding and agate hunting.

To reach RV/Camping Travelers, Outdoor Enthusiasts, Group Tour Operators

H) Trade Shows: We will attend various trade shows to target those with a propensity to take or coordinate driving vacations in our region and display/distribute our CDs, Travel Planner and targeted brochures.

I) Press Kits: We will continue distributing our press kits to encourage written articles about Missouri River Country.

**MISSOURI RIVER COUNTRY
FY2009/2010 BUDGET**

<u>PROJECT DESCRIPTION/CATEGORY</u>	<u>PROJECT BUDGET</u>	<u>TOTAL BUDGET</u>
Marketing Support		\$49,987.00
Administration (20%)	\$29,739.00	
Opportunity	\$ 6,248.00	
Joint Venture	\$ 2,500.00	
Cooperative Marketing	\$ 4,000.00	
Marketing Personnel	\$ 5,000.00	
Development of FY10/11 Marketing Plan	\$ 2,500.00	
Consumer Advertising		\$36,750.00
Warm Season Print (Newspaper, Magazine)	\$30,000.00	
Warm Season Ad Design (Magazine)/Production	\$ 3,150.00	
Billboard Advertising Media (Wolf Point, Oswego, Malta)	\$ 3,600.00	
Internet Projects		\$14,450.00
Fall Website Update	\$ 800.00	
Spring Website Update	\$ 800.00	
Design of E-newsletters (3)	\$ 1,950.00	
Online Keyword Search Campaign	\$ 3,000.00	
Online Public Relations Campaign (3)	\$ 2,400.00	
Banner Campaign plus production	\$ 3,000.00	
HTML e-mail plus production	\$ 2,500.00	
Publications		\$29,400.00
Calendar of Events		
- Printing	\$ 1,000.00	
- Distribution	\$ 700.00	
Travel Planner		
- Printing	\$25,000.00	
- Distribution	\$ 700.00	
Birding Brochure Design & Reprint		
- Design	\$ 500.00	
- Printing	\$ 500.00	
Dinosaur Brochure Design & Reprint		
- Design	\$ 500.00	
- Printing	\$ 500.00	
Publicity		\$ 5,000.00
FAM Tours	\$ 5,000.00	
Trade Shows		\$12,500.00
Consumer Exhibiting/Trade Shows	\$ 10,000.00	
- Giveaway Items	\$ 1,000.00	
CDs		
- Production	\$ 1,000.00	

- Design	\$ 500.00	
Meetings (includes travel/expenses)		\$ 5,500.00
TAC	\$ 2,500.00	
Governor's Conference	\$ 2,000.00	
Marketing Partners	\$ 1,000.00	
Telemarketing/Fulfillment		\$19,700.00
800 Line	\$ 1,000.00	
Internet Service	\$ 600.00	
Postage	\$14,000.00	
Fulfillment by Contractor	\$ 3,000.00	
Storage of Fulfillment Items	\$ 600.00	
Mailing Supplies	\$ 500.00	
Preliminary revenue projection for FY 09/10 at 95%	\$148,696.00	
Uncommitted funds	\$12,213.00	
FY 08/09 Rollover	\$12,378.00	
TOTAL BUDGET REQUESTED:	\$173,287.00	

IDENTIFY PROJECTS & AMOUNTS YOU WOULD ELIMINATE/REDUCE IF REVENUE DECREASES 10%.

1. JOINT VENTURE: \$1,870
2. OPPORTUNITY FUNDS: \$3,000
3. COOPERATIVE MARKETING: \$1,500
4. BIRDING BROCHURE: \$1,000
5. DINOSAUR BROCHURE: \$1,000
6. TRAVEL PLANNER CDS: \$1,500
7. FAM TOURS: \$3,000
8. MARKETING PERSONNEL: \$2,000

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.

ORGANIZATION NAME: Missouri River Country

Approval Requested

PROJECT NAME: Marketing Personnel

Final
 Preliminary

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

NEED FOR THE PROJECT:

Missouri River Country's Executive Director will commit to marketing obligations outside of the normal scope of responsibilities outlined in the current job description. She will plan and host FAM tours for qualified journalists, attend trade shows, implement educational workshops on the tourism industry, prepare press releases, and market Missouri River Country as a destination.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

All areas of the Measurable Objectives support this project.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

All areas of the Marketing Plan support this project.

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

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

1.1.c: Attend consumer travel shows.

Action 1.3: Collaborate with tourism marketing partners to plan/implement priority marketing efforts.

1.3.b: Implement the new Montana tourism brand.

1.3.c: Conduct educational workshops, presentations and webinars.

Goal 4: Enhance and preserve Montana's culture and history.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

Detail pages attached: N/A

Budget: Attached

**MISSOURI RIVER COUNTRY PROJECT BUDGET
MARKETING
PERSONNEL**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Marketing Management	\$5,000	+	\$0	=	\$5,000
TOTAL	\$5,000		\$0		\$5,000
MISSOURI RIVER COUNTRY PROJECT TOTAL					
	\$5,000	+	\$0		\$5,000

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Development of the 2010/2011 Marketing Plan

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

<p style="text-align: center;">Approval Requested</p> <p><input checked="" type="checkbox"/> Final</p> <p><input type="checkbox"/> Preliminary</p>

NEED FOR THE PROJECT:

Missouri River Country annually revisits its marketing position at a marketing planning session. This is the foundation for the development of the marketing plan for the new fiscal year. This project encompasses marketing support in the form of preparation for, and facilitation of, a marketing planning session, and the subsequent research, development and writing of the FY10/11 Marketing Plan for submission to the Tourism Advisory Council.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

All areas of the Measurable Objectives support this project.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

All areas of the Marketing Plan support this project.

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.

Action 1.3: Collaborate with tourism marketing partners to plan/implement priority marketing efforts.

1.3.b: Implement the new Montana tourism brand.

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

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

Detail pages attached: N/A

Budget: Attached

**MISSOURI RIVER COUNTRY PROJECT BUDGET
DEVELOPMENT OF
THE FY10/11
MARKETING PLAN**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Account Management	\$2,500	+	\$0	=	\$2,500
TOTAL	\$2,500		\$0		\$2,500
MISSOURI RIVER COUNTRY PROJECT TOTAL					
	\$2,500	+	\$0		\$2,500

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Warm Season Print Media and Ad Production

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

As a primary component of the FY2009/2010 marketing plan, we will continue magazine ad placement as a method of promoting Missouri River Country in regional and national publications read by travelers which match our target audiences. We will participate in Travel Montana co-ops when available.

This year, we will be developing creative for two new magazine ads. Ad size will remain consistent with our former creative of 1/3-page and 1/6-page. The ads will be designed to appeal to our target audience of the high-value, low-impact visitors.

We will use existing newspaper creative developed in FY09. This will allow us to effectively target our desired visitor with greater cost-efficiency, and build on the success of recent newspaper campaigns.

Timing of the advertising placement and specific publications used will be determined after July 2009, and submitted to the Audits/Applications Committee for approval.

Effectiveness of this project will be measured by tracking inquiries generated by each magazine and by calculating the cost per inquiry. Inquiries resulting from this ad campaign will be fulfilled with our current Travel Planner and targeted brochures.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY10 by 5% over FY09.
- 3) Increase ad inquiries by 5%, and obtain an overall cost-per-inquiry of \$5 or less.
- 4) Increase the number of web visits and page views on our website in FY10 by at least 10%.
- 12) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 3, 4, 5

Target Geographic Markets

Target Demographics: A, B, C, D, E, F

Advertising Mediums Planned: A

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.

Goal 4: Enhance and preserve Montana's culture and history.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

Detail pages attached: No

Budget: Attached

**MISSOURI RIVER COUNTRY PROJECT BUDGET
WARM SEASON
PRINT MEDIA AND
AD PRODUCTION**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Account Management	\$300	+	\$0	=	\$300
Creative Concepting	\$550	+	\$0	=	\$550
Copywriting/Editing/Proofing	\$300	+	\$0	=	\$300
Layout/ Art Production	\$860	+	\$0	=	\$860
Film/Separations/Output	\$60	+	\$0	=	\$60
Photography	\$830	+	\$0	=	\$830
Freight/ Phone/Fax	\$50	+	\$0	=	\$50
Production Plan/Supervision	\$200	+	\$0	=	\$200
TOTAL	\$ 3,150		\$0		\$ 3,150
MARKETING/ADVERTISING:					
Print Media	\$30,000	+	\$0	=	\$30,000
TOTAL	\$30,000		\$0		\$30,000
MISSOURI RIVER COUNTRY PROJECT TOTAL	\$33,150	+	\$0		\$33,150

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Billboard Advertising – Wolf Point, Oswego & Malta

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

Missouri River Country will continue to place billboards designed to reach out-of-state tourists traveling through our region, increasing awareness of our attractions, and encouraging them to stop and/or extend their stay. In an effort to support our key attractions, these billboards will promote various Dinosaur Trail facilities in Missouri River Country. Placement for all three boards will be continuous (12 months) throughout FY09/10. Travelers going west can view both of these billboards, and they are readable by travelers going up to 70 mph. These boards were first produced/placed in FY2006.

Billboards will be placed:

- 1) Just east of Wolf Point, July 2009-June 2010, size 10' x 24', wrap-around vinyl, featuring the Montana Dinosaur Trail logo and promoting Fort Peck, Jordan and Malta
- 2) In Oswego, July 2009-June 2010, size 8' x 16', wrap-around vinyl, featuring the Montana Dinosaur Trail logo and the Fort Peck Interpretive Center.
- 3) In Malta, July 2009-June 2010, size 10' x24'; promoting the Malta Dinosaur Institute and Phillips County Museum.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY10 by 5% over FY09.
- 10) Drive traffic to Missouri River Country attractions on the Dinosaur Trail, ultimately contributing to 10% or more increased visitation to those attractions.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2

Target Geographic Markets

Target Demographics: A, B, C, D, E

Advertising Mediums Planned: A

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

Goal 8: Enhance the "curb appeal" of Montana communities to attract visitors.

Detail pages attached: No

Budget: Attached

**MISSOURI RIVER COUNTRY PROJECT BUDGET
BILLBOARD
ADVERTISING**

	State Tourism Funds	Other Funds	Total
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MARKETING/ADVERTISING:

Wolf Point Billboard Media	\$1,200	+		\$0	=	\$1,200
Oswego Billboard Media	\$1,200	+		\$0	=	\$1,200
Malta Billboard Media	\$1,200	+		\$0	=	\$1,200
TOTAL	\$3,600			\$0		\$3,600

MISSOURI RIVER COUNTRY PROJECT TOTAL	\$3,600	+		\$0	=	\$3,600
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ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Website Updates

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

Missouri River Country will make semi-annual updates to our website to maintain the most current links and information. Minor changes, made in the fall and then again in the spring, will include maintaining/adding the most current links, updating general information as needed, and refreshing photography. The website is designed to encourage interest and visitation from tourists and group tours.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY10 by 5% over FY09.
- 5) Increase the number of web visits and page views on our website in FY10 by at least 10%.
- 12) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 5, 6, 8
Target Geographic Markets
Target Demographics: A, B, C, D, E, F
Advertising Mediums Planned: C

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.
Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.
1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.
- Goal 4: Enhance and preserve Montana’s culture and history.
Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.
- Goal 10: Build an effective “team” to implement the Strategic Plan, and report results.
Action 10.1: Recognize Travel Montana as “team captain” to communicate/coordinate regularly with partners.

Detail pages attached: N/A

Budget: Attached

**MISSOURI RIVER COUNTRY PROJECT BUDGET
WEB SITE UPDATES**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
<u>Fall Updates</u>					
Account Management	\$275	+	\$0	=	\$275
Copywriting	\$150		\$0	=	\$150
Site					
Design/Production/Supervision	\$375	+	\$0	=	\$375
TOTAL	\$800		\$0		\$800
<u>Spring Updates</u>					
Account Management	\$275	+	\$0	=	\$275
Copywriting	\$150	+	\$0	=	\$150
Site					
Design/Production/Supervision	\$375		\$0	=	\$375
TOTAL	\$800		\$0		\$800
MISSOURI RIVER COUNTRY PROJECT TOTAL	\$1,600	+	\$0		\$1,600

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: E-Newsletter Development & Distribution

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

Missouri River Country will continue updating and distributing the e-newsletter previously developed, to keep visitors up-to-date on current events in Missouri River Country and to encourage repeat visitation. This e-newsletter will be sent out three times during the next fiscal year, containing information on current and upcoming events and attractions. The e-newsletter mailing list will continue to be supplemented with new names obtained from Trade Show attendance, inquiries on our website, and the "sign up" button on our website. The e-newsletter is distributed by Wendt with assistance in list management by the Executive Director. The e-newsletter will be distributed in August 2009; April 2010; and June 2010.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY10 by 5% over FY09.
- 4) Increase the number of web visits and page views on our website in FY10 by at least 10%.
- 5) Continue distributing our new e-newsletter in August 2009, April 2010 and June 2010 and continue developing a database of at least 50 additional potential visitors.
- 12) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 5, 6, 8

Target Geographic Markets

Target Demographics: A, B, C, D, E, F

Advertising Mediums Planned: E

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

Goal 3: Address management and access issues for sustainable recreation on private, state and federal lands.

Action 3.1: Educate visitors, suppliers, residents about ethics/responsibilities on public/private lands.

Goal 4: Enhance and preserve Montana's culture and history.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

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

Detail pages attached: N/A

Budget: Attached

**MISSOURI RIVER COUNTRY
E-NEWSLETTER
DEVELOPMENT &
DISTRIBUTION**

State Tourism Funds	Other Funds	Total

PROFESSIONAL SERVICES:

Account Management	\$750	+		=	\$750
Web					
Design/Production/Supervision	\$1,200	+		=	\$1,200
TOTAL	\$1,950			=	\$1,950

MISSOURI RIVER COUNTRY PROJECT TOTAL	\$1,950	+		=	\$1,950
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ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Online Keyword Search Campaign

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

To coincide with the peak travel planning season, Missouri River Country will develop a paid keyword search term campaign on industry leader Google. These paid results will be tied to specific interest areas and demographics of the primary Missouri River Country target markets, displaying a direct link to Missouri River Country's website when people perform searches on targeted keyword phrases.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY10 by 5% over FY09.
- 4) Increase the number of web visits and page views on our website in FY10 by at least 10%.
- 12) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 5, 8, 9

Target Geographic Markets

Target Demographics: A, B, C, D, E, F

Advertising Mediums Planned: E

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.

Goal 4: Enhance and preserve Montana's culture and history.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

Detail pages attached: No

Budget: Attached

**MISSOURI RIVER COUNTRY
ONLINE KEYWORD
SEARCH
CAMPAIGN**

	State Tourism Funds		Other Funds		Total
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PROFESSIONALSERVICES:

Account Management	\$300	+		=	\$300
Copywriting	\$200	+		=	\$200
Media Placement	\$2,500	+		=	\$2,500
TOTAL	\$3,000				\$3,000

MISSOURI RIVER COUNTRY PROJECT TOTAL	\$3,000	+		=	\$3,000
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ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Online Public Relations Campaign

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

To coincide with the peak travel planning season, Missouri River Country will develop an online public relations campaign designed to specifically get coverage and content on other websites through three releases distributed via online newswires. These releases will be distributed August, 2009; April, 2010 and June, 2010.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY10 by 5% over FY09.
- 4) Increase the number of web visits and page views on our website in FY10 by at least 10%.
- 12) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 5, 8, 9

Target Geographic Markets

Target Demographics: A, B, C, D, E, F

Advertising Mediums Planned: E

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.

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

1.2.d: Target travel media to increase visibility of MT as a leisure travel destination.

Goal 3: Address management and access issues for sustainable recreation on private, state and federal lands.

Action 3.1: Educate visitors, suppliers, residents about ethics/responsibilities on public/private lands.

Goal 4: Enhance and preserve Montana's culture and history.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

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

Detail pages attached: No

Budget: Attached

**MISSOURI RIVER COUNTRY
ONLINE PUBLIC
RELATIONS
CAMPAIGN**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Account Management	\$375	+	\$0	=	\$375
Copywriting	\$900	+	\$0	=	\$900
Online Newswire Distribution	\$1,125	+	\$0	=	\$1,125
TOTAL	\$2,400		\$0		\$2,400
MISSOURI RIVER COUNTRY PROJECT TOTAL					
	\$2,400	+	\$0		\$2,400

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Online Banner Campaign plus Production

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

To coincide with the peak travel planning season, Missouri River Country will develop a Banner Campaign. A banner ad is an interactive rendition of an existing print campaign, designed to drive traffic to the website. We will produce one banner ad, based on the new magazine creative, and resize it to fit five different sites.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY10 by 5% over FY09.
- 4) Increase the number of web visits and page views on our website in FY10 by at least 10%.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 5, 8, 9

Target Geographic Markets

Target Demographics: A, B, C, D, E, F

Advertising Mediums Planned: E

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.

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

1.2.d: Target travel media to increase visibility of MT as a leisure travel destination.

Goal 3: Address management and access issues for sustainable recreation on private, state and federal lands.

Action 3.1: Educate visitors, suppliers, residents about ethics/responsibilities on public/private lands.

Goal 4: Enhance and preserve Montana's culture and history.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

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

Detail pages attached: No

Budget: Attached

**MISSOURI RIVER COUNTRY PROJECT BUDGET
ONLINE BANNER
CAMPAIGN PLUS
PRODUCTION**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Account Management	\$95	+	\$0	=	\$95
Production Planning/Supervision	\$80	+	\$0	=	\$80
Site Design	\$250	+	\$0	=	\$250
Site Production/Flash	\$750	+	\$0	=	\$750
Web Planning/Supervision	\$125	+	\$0	=	\$125
TOTAL	\$1,300		\$0		\$1,300
MARKETING/ADVERTISING:					
Online Media Placement	\$1,700	+	\$0	=	\$1,700
TOTAL	\$1,700		\$0		\$1,700
MISSOURI RIVER COUNTRY PROJECT TOTAL	\$3,000	+	\$0		\$3,000

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: HTML E-mail plus Production

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

To coincide with the peak travel planning season, Missouri River Country will develop an HTML e-mail campaign plus production. An HTML e-mail is a direct-to-consumer interactive campaign component which allows for more targeted distribution as well as expanded message and content to drive users to the website to request more information. Our target audience will be determined after July, 2009. The creative for the HTML e-mail will be consistent with the new creative developed for the Warm Season Print Campaign.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY10 by 5% over FY09.
- 4) Increase the number of web visits and page views on our website in FY10 by at least 10%.
- 12) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 5, 8, 9

Target Geographic Markets

Target Demographics: A, B, C, D, E, F

Advertising Mediums Planned: E

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.

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

1.2.d: Target travel media to increase visibility of MT as a leisure travel destination.

Goal 3: Address management and access issues for sustainable recreation on private, state and federal lands.

Action 3.1: Educate visitors, suppliers, residents about ethics/responsibilities on public/private lands.

Goal 4: Enhance and preserve Montana's culture and history.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

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

Detail pages attached: No

Budget: Attached

**MISSOURI RIVER COUNTRY PROJECT BUDGET
HTML E-MAIL PLUS
PRODUCTION**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Account Management	\$95	+	\$0	=	\$95
Copywriting/Editing/Proofing Production	\$240	+	\$0	=	\$240
Planning/Supervision	\$80	+	\$0	=	\$80
Site Design	\$250	+	\$0	=	\$250
Site Production/Flash	\$625	+	\$0	=	\$625
Web Planning/Supervision	\$250	+	\$0	=	\$250
TOTAL	\$1,540		\$0		\$ 1,540
MARKETING/ADVERTISING:					
Direct Mail List	\$960	+	\$0	=	\$960
TOTAL	\$960		\$0		\$960
MISSOURI RIVER COUNTRY PROJECT TOTAL	\$2,500	+	\$0		\$2,500

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Calendar of Events

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

Since we do not print our Travel Planner each year, Missouri River Country produces a separate Calendar of Events brochure to identify dates, times and locations of events and activities occurring in our region. The calendar includes information about Native American Powwows, rodeos, car shows, country music showdowns, art fairs, class reunions, county fairs, theatre productions, etc. – anything that might attract a tourist to the region or encourage them to extend their stay. Lodging facilities are listed on the back page. Updates to the Calendar of Events are done by the Executive Director. No design costs are incurred.

The Calendar of Events is distributed throughout Missouri River Country to and through area Chambers of Commerce, Visitors Centers and local businesses; is included in our press kit; and is also used as a fulfillment piece for visitor inquiries (in addition to our Travel Planner and other brochures).

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY10 by 5% over FY09.
- 4) Increase the number of web visits and page views on our website in FY10 by at least 10%.
- 6) Distribute 100% of our allocated Calendars of Events and rack brochures throughout Missouri River County by June, 2010.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 5, 6

Target Geographic Markets

Target Demographics: A, B, C, D, E, F

Advertising Mediums Planned: F

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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.

Detail pages attached: Yes

Budget: Attached

**REGION/CVB PROJECT BUDGET
CALENDAR OF
EVENTS**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Printing	\$1,000	+			\$1,000
TOTAL	\$1,000				\$1,000
OTHER:					
Distribution	\$700	+			\$700
TOTAL	\$700				\$700
MISSOURI RIVER COUNTRY PROJECT TOTAL	\$1,700	+		\$0	\$1,700

PRINTED MATERIALS

Publication: Calendar of Events

Quantity: 10,000 total

Size: 11" x 17", folds to 8.5" x 3.5"

Ad Sales (Yes or No): No

Percentage: n/a

Distribution Plan (areas and method): The Calendar of Events is distributed throughout Missouri River Country to and through area Chambers of Commerce, Visitors Centers and local businesses; is included in our press kit for distribution to the media; and is also used as a fulfillment piece for visitor inquiries (in addition to our Travel Planner and other brochures).

ORGANIZATION NAME: Missouri River Country

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

PROJECT NAME: Missouri River Country Travel Planner Printing and Distribution

NEED FOR THE PROJECT:

The Missouri River Country Travel Planner is the primary response piece that is mailed to those inquiring about Missouri River Country. In addition, copies are distributed throughout the region to marketing partners promoting the capture of high-value, low-impact visitors. Editorial content and photography highlight our attractions and provide useful information.

In FY07, we printed a two-year supply of this Travel Planner for distribution at trade shows and to all visitor inquiries. It is time once again to print a two-year supply of our Travel Planner, which was designed in FY09.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY10 by 5% over FY09.
- 4) Increase the number of web visits and page views on our website in FY10 by at least 10%.
- 7) Print and distribute 100% of our allocated Travel Planners throughout Missouri River Country in FY10.
- 11) Attend at least three Trade Shows, distribute at least 500 Missouri River Country Travel Planners/DVDs at each, and distribute our plastic bags and promotional items.
- 12) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 4, 5, 6,

Target Geographic Markets

Target Demographics: A, B, C, D, E, F

Advertising Mediums Planned: B

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

1.3.b: Implement the new Montana tourism brand.

Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands.

Goal 4: Enhance and preserve Montana’s culture and history.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.

Detail pages attached: No

Budget: Attached

**MISSOURI RIVER COUNTRY PROJECT BUDGET
TRAVEL PLANNER
PRINTING AND
DISTRIBUTION**

	State Tourism Funds		Other Funds		Total
Pre-Press	\$2,000	+	\$0	=	\$2,000
Printing	\$22,000	+	\$0	=	\$22,000
Shipping	\$1,000	+	\$0	=	\$1,000
TOTAL	\$25,000	+	\$0	=	\$25,000
OTHER:					
Distribution	\$700	+	\$0	=	\$700
TOTAL	\$700				\$700
MISSOURI RIVER COUNTRY PROJECT TOTAL					
	\$25,700	+	\$0		\$25,700

PRINTED MATERIALS

Publication: Travel Planner

Quantity: 75,000 total

Size: 8 1/2" x 10 7/8"; 40 pages

Ad Sales (Yes or No): Yes

Percentage: 10% (4 pages)

Distribution Plan (areas and method): The Travel Planner is distributed throughout Missouri River Country to and through area Chambers of Commerce, Visitors Centers and local businesses; is included in our press kit for distribution to the media; and is also used as a fulfillment piece for visitor inquiries (in addition to our Calendar of Events and other brochures).

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Birding Brochure Design and Reprint

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

Missouri River Country will partner with other tourism entities to produce the Birding Brochure. This piece will be used as fulfillment and at trade shows to target high-value, low-impact visitors to the region.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY10 by 5% over FY09.
- 2) Spend 100% of the budget allocated on co-op partnerships.
- 4) Increase the number of web visits and page views on our website in FY10 by at least 10%.
- 6) Distribute 100% of our allocated Calendars of Events and rack brochures throughout Missouri River Country by June, 2010.
- 9) Distribute at least ten press kits to qualified media leads.
- 13) Promote our region to birding enthusiasts, and make our numerous birding locations easy to identify by reprinting and distributing the existing Northeast Montana Birding Trail brochure. Our measurable objective is to complete this brochure reprint by March, 2010 so that distribution can begin with spring inquiries, and to distribute the brochure to 100% of inquiries on this subject.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 4, 5, 6

Target Geographic Markets

Target Demographics: B, C, D, E, F

Advertising Mediums Planned: H, I

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands.

Detail pages attached: Yes

Budget: Attached

The brochure will measure 16"x18" trim size, scores and folds in half from the top down, then in half and in half again for a final size of 4"x9". It will be 4-color on 80# gloss book, recycled.

We will print 30,000 brochures.

**MISSOURI RIVER COUNTRY PROJECT BUDGET
 BIRDING
 BROCHURE
 DESIGN AND
 REPRINT**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Design	\$500	+	\$0	=	\$500
Printing	\$500	+	\$0	=	\$500
TOTAL	\$1,000		\$0		\$1,000
MISSOURI RIVER COUNTRY PROJECT TOTAL	\$1,000	+	\$0		\$1,000

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Dinosaur Brochure Design and Reprint

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

Missouri River Country will partner with Travel Montana and other tourism entities to assist with changes to design and the reprinting of the Dinosaur Brochure. This piece will be used as fulfillment and at trade shows to target high-value, low-impact visitors to the region.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY10 by 5% over FY09.
- 2) Spend 100% of the budget allocated on co-op partnerships.
- 4) Increase the number of web visits and page views on our website in FY10 by at least 10%.
- 6) Distribute 100% of our allocated Calendars of Events and rack brochures throughout Missouri River Country by June, 2010.
- 12) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 4, 5, 6

Target Geographic Markets

Target Demographics: B, C, D, E, F

Advertising Mediums Planned: H, I

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands.

Detail pages attached: Yes

Budget: Attached

**MISSOURI RIVER COUNTRY PROJECT BUDGET
DINOSAUR
BROCHURE
DESIGN AND
REPRINT**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Design	\$500	+	\$0	=	\$500
Printing	\$500	+	\$0	=	\$500
TOTAL	\$1,000		\$0		\$1,000
MISSOURI RIVER COUNTRY PROJECT TOTAL	\$1,000	+	\$0		\$1,000

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: FAM Tour

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

Missouri River Country has been successful in the past in coordinating FAMs with Travel Montana and other regions. In FY09/10 we will host at least one FAM trip, allowing us to reach more writers and ultimately generate more publicity. The topics being considered for this year's FAM trip are dinosaurs, outlaws & Indians, hunting, birding and fishing.

The FAM Tour will be organized in conjunction with Travel Montana to bring travel writers and media representatives to our region. We will submit plans and obtain approval from TAC prior to initiating any FAMs. Our past FAM trips have been very successful, resulting in significant articles in local, regional and national publication.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY10 by 5% over FY09.
- 4) Increase the number of web visits and page views on our website in FY10 by at least 10%.
- 8) Achieve at least \$15,000 in Publicity Values from our planned FAM tours.
- 9) Distribute at least ten press kits to qualified media leads.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 3, 6, 7

Target Geographic Markets

Target Demographics: A, B, C, D, E, F, G

Advertising Mediums Planned: G, H, I

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

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

1.2.d: Target travel media to increase visibility of MT as a leisure travel destination.

Goal 3: Address management and access issues for sustainable recreation on private, state and federal lands.

Action 3.1: Educate visitors, suppliers, residents about ethics/responsibilities on public/private lands.

Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.

Detail pages attached: No

Budget: Attached

**MISSOURI RIVER COUNTRY PROJECT BUDGET
FAM TOUR**

	State Tourism Funds		Other Funds		Total
TRAVEL:					
Commercial Transportation	\$1,250	+	\$0	=	\$1,250
Meals	\$1,000	+	\$0	=	\$1,000
Lodging	\$2,000	+	\$0	=	\$2,000
TOTAL	\$4,250		\$0		\$4,250
OTHER:					
Misc. (admission/guide fees)	\$750	+	\$0	=	\$750
TOTAL	\$750				\$750
MISSOURI RIVER COUNTRY PROJECT TOTAL	\$5,000	+	\$0		\$5,000

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Consumer Exhibiting/Trade Shows

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

Missouri River Country plans to participate in at least three tourism-related trade shows in FY09/10, using our existing booth graphics. When prioritizing projects for the year, the Board of Directors continues to support trade shows as an effective way to contact high-value, low-impact visitors and provide them with information about our region. A minimum of one representative from the region will attend each show and staff the Missouri River Country booth during the event.

To attract high-value, low-impact visitors we will distribute our existing plastic bags containing fulfillment items. We will also purchase agate and novelty items to give away at trade shows.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY10 by 5% over FY09.
- 4) Increase the number of web visits and page views on our website in FY10 by at least 10%.
- 11) Attend at least three Trade Shows, distribute at least 500 Missouri River Country Travel Planners/DVDs at each, and distribute our plastic bags and promotional items.
- 12) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 4, 5, 6, 7

Target Geographic Markets

Target Demographics: A, B, C, D, E, F, G

Advertising Mediums Planned: H

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.c: Attend consumer travel shows targeting high-value, low-impact visitors.

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

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

Goal 4: Enhance and preserve Montana's culture and history.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

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

Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.

Detail pages attached: N/A

Budget: Attached

**MISSOURI RIVER COUNTRY PROJECT BUDGET
CONSUMER
EXHIBITING/TRADE
SHOW
PARTICIPATION**

	State Tourism Funds		Other Funds		Total
TRAVEL:					
Commercial Transportation	\$3,000	+	\$0	=	\$3,000
Meals	\$1,500	+	\$0	=	\$1,500
Lodging	\$1,500	+	\$0	=	\$1,500
TOTAL	\$6,000		\$0		\$6,000
OTHER:					
Misc. (vehicle rental, electricity, carpet)	\$900	+	\$0	=	\$900
Freight/Shipping	\$600	+	\$0	=	\$600
Table/Chair Rental	\$600	+	\$0	=	\$600
Booth Space Rental	\$1,900	+	\$0	=	\$1,900
Agates & Dinosaur Novelty Items	\$1,000	+	\$0	=	\$1,000
TOTAL	\$5,000				\$5,000
MISSOURI RIVER COUNTRY PROJECT TOTAL	\$11,000	+	\$0		\$11,000

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: CDs

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

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

NEED FOR THE PROJECT:

To attract high-value, low-impact visitors to our booth, we will create a CD containing our Travel Guide to provide a cost-effective fulfillment piece for distribution at trade shows and to mail out upon request. This piece will also be used to attract our region's target demographic to the trade show booth. We will print 1,000 CDs.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY10 by 5% over FY09.
- 4) Increase the number of web visits and page views on our website in FY10 by at least 10%.
- 11) Attend at least three Trade Shows, distribute at least 500 Missouri River Country Travel Planners/DVDs at each, and distribute our plastic bags and promotional items.
- 12) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 4, 5

Target Geographic Markets

Target Demographics: A, B, C, D, E, F

Advertising Mediums Planned: H,I

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

- 1.3.c. Conduct educational workshops, presentations, and Webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.

Detail pages attached: Yes

Budget: Attached

MISSOURI RIVER COUNTRY PROJECT BUDGET

CDs

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
CDs					
Design	\$500	+	\$0	=	\$500
Production/Copying	\$1,000	+	\$0	=	\$1,000
TOTAL	\$1,500		\$0		\$1,500
MISSOURI RIVER COUNTRY PROJECT TOTAL	\$1,500	+	\$0		\$1,500

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Telemarketing/Fulfillment

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

Approval Requested

Final
 Preliminary

NEED FOR THE PROJECT:

This project will provide funds for our toll-free 800 number, which allows consumers to contact us to request information about Missouri River Country. It will also provide funds for fulfillment and postage costs when responding to consumer requests for information (including e-mail requests generated from the Missouri River Country website, and requests via our toll-free 800 number, largely resulting from our Warm Season Print Media Campaign). To encourage cross-promotion, we will continue to provide visitors with a variety of information to request, including our Travel Planner, a current Calendar of Events and targeted brochures.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY10 by 5% over FY09.
- 4) Increase the number of web visits and page views on our website in FY10
- 12) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

These funds are necessary in order to put our brochures in the hands of visitors who seek more information about visiting Missouri River Country and are planning a trip.

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

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

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.

Detail pages attached: N/A

Budget: Attached

**MISSOURI RIVER COUNTRY PROJECT BUDGET
TELEMARKETING/FULFILLMENT**

	State Tourism Funds		Other Funds		Total
OTHER:					
Toll-free Phone	\$1,000	+	\$0	=	\$1,000
Internet Service	\$600	+	\$0	=	\$600
Postage	\$14,000	+	\$0	=	\$14,000
Fulfillment by Contractor	\$3,000	+	\$0	=	\$3,000
Storage of Fulfillment Items	\$600	+	\$0	=	\$600
Mailing Supplies	\$500	+	\$0	=	\$500
TOTAL	\$19,700		\$0		\$19,700

MISSOURI RIVER COUNTRY PROJECT TOTAL	\$19,700	+	\$0	=	\$19,700
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