

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Marketing Personnel

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, prepare and attend tourism related meetings promoting Missouri River Country, and market Missouri River Country as a destination. *Duties that are included in marketing Missouri River Country as a destination are creating a calendar of events brochure that can be mailed to potential visitors promoting tourism to the area with a list of the accommodations available. Promotional brochures, such as a Lewis and Clark Brochure, Outlaw Newspaper, Travel Planner, design ads for publications, photos and newsletters to attract visitors and to possibly extend the stays, giving them more things to do when in the area. Research options for trade shows and FAM tours and to visit the communities in Missouri River Country and talk about the options that are available to market their businesses as a destination. These expanded duties are jobs that normally are done by a paid ad agency. The Marketing Personnel position can work up to 10 hours per week to accomplish these duties at an hourly wage of \$15.00 per hour compared to an agencies wages. These hours and duties are tracked and recorded.*

Missouri River Country's Executive Director is employed part-time due to their limited budget. This leaves time for up to an additional ten hours during a normal 40 hour week to work on Public Relation activities if necessary, not to exceed 40 hours during a work week. *There will be occasions when working a trade show or FAM tour out of the office, that more hours will be required for the Marketing Personnel position. In cases like this the hours for Executive Director will be decreased to not exceed the 40 hour work week. Both of these positions are based on an hourly wage.*

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.

MARKETING PERSONNEL

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

	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