

Approval Requested

 X Final

 Preliminary

Application for projects over \$500

Organization Name: WEST YELLOWSTONE MONTANA CHAMBER OF COMMERCE

Project Name: CONSUMER ADVERTISING: BACKYARD CAMPAIGN

Application Completed by: JAN STODDARD

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 greater Salt Lake City area and western Idaho/eastern Washington areas are prime markets for West Yellowstone. Just 5 to 7 hours distant, these are our nearest large population bases. We need to be able to continue to capitalize on the growing trend of visitors taking shorter trips closer to home and develop “front of mind” awareness in this market.

Additionally, with Glacier Park’s Centennial Celebration, we have the opportunity to enhance the “dual-park” mentality for late summer season travelers –in these drive markets.

To that end, we intend to again develop a “backyard campaign” for the shoulder seasons, fall, winter and/or spring. Our spring backyard campaigns over the past - several years have demonstrated positive results. We want to continue to leverage on that visibility and continuity to promote and support the concept of West Yellowstone as a shoulder season destination.

We will again use as many mediums as possible including, but not limited to, press releases, billboard, print and web advertising, and radio. This synergistic campaign is designed to capitalize on meshing this media to increase the probability of response. The number of partners we are able to include will determine the final depth of the campaign.

This project provides an excellent opportunity for various marketing organizations to come together in either cooperative or leveraged advertising. We will also encourage our private sector to develop special packages that we can promote and will display on our website.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

1. Maintain the same level of West Yellowstone Resort Tax Collections as the previous year (July 2009 through June 2010).
2. Maintain the same sewer flow levels as a rolling average over the previous 5 years.
3. Increase web traffic to our website by 3% over the previous year.
4. A 15% increase (baseline counts established on July1, 2010) in our Facebook ‘fan’ and Twitter followers.

5. Participation with one or both of the local marketing funds in at least three projects.

Refer to the portions of your marketing plan, which support this project.

- Attract visitors to West Yellowstone by communicating an image that is consistent with our long-term vision of West Yellowstone as a vacation destination.
- Expand our marketing potential by participating in partnerships with private businesses and with other tourism organizations.
- Target our market as accurately as possible

How does this project support the Strategic Plan?

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

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

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

Detail pages attached **Yes** **No**

Budget page must be attached for approval.

Organization Name: WEST YELLOWSTONE MONTANA CHAMBER OF COMMERCE

Project Name: CONSUMER MARKETING
BACKYARD CAMPAIGN

Application Completed by: JAN STODDARD

Detail Page

Calendar of event press releases

Timed to potentially match the print ad placement (media and/or internet placement). Will include both free events planners and highlights in publications such as SkyWest Magazine.

Print ads: Potential newspapers/tabloids/magazines (printed and/or on-line advertising)

Regional papers within targeted drive markets including Idaho, eastern Washington, Utah, and (especially Salt Lake City and adjoining markets). These publications could include: the St. George Spectrum, Idaho Falls Post Register, Idaho State Journal, Idaho Press Tribune, Idaho Statesman, Magic Valley News, etc.

2011 Utah Spring Stage Arts package which includes full color print ad that will be displayed in all print programs for spring programs with an estimated distribution of 245,800. This program covers 23 different performances from the Pioneer Theatre Company, Utah Symphony, Utah Opera, Ballet West, Grand Theatre, Ogden Symphony, Broadway Across America across 7 venues from January 14th, 2011 through June 5th, 2011.

We will seek to garner advertorial in papers/tabloids selected.

Potential Billboard:

Salt Lake City or along the Wasatch front along I-15, I-80 or I-215 for up to one month

Potential Online Marketing

- Facebook and other social networking sites
- Travel websites geared to our targeted market segments (family, multi- or inter-generational family travel, active matures, geotravelers).
- Electronic newsletters
- Web advertising campaigns to match newsprint ads for specific publications as outlined above.

Potential Radio Marketing

- Web or cable national markets for specific interest shows such as travel, value travel, or those with a focus on Yellowstone Park including Yellowstone National Public Radio.
- With enough funding, we would also place radio ads in these drive markets that could also include Utah (Salt Lake City and Utah valleys), eastern Idaho (Pocatello, Idaho Falls) and western Idaho (Twin Falls and Boise).

**WEST YELLOWSTONE CHAMBER OF COMMERCE PROJECT BUDGET
BACKYARD CAMPAIGN**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Design & Layout of print, billboards, ads	\$2,000	+		=	\$2,000
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
TOTAL	\$2,000			=	\$2,000
MARKETING/ADVERTISING:					
Media placement including print, billboard, advertising, radio	\$13,000	+		=	\$13,000
	\$0	+		=	\$0
	\$0	+		=	\$0
TOTAL	\$13,000			=	\$13,000
TRAVEL:					
Personal Car	\$0	+		=	\$0
Commercial Transportation	\$0	+		=	\$0
Meals	\$0	+		=	\$0
Lodging	\$0	+		=	\$0
Vehicle Rental	\$0	+		=	\$0
TOTAL	\$0			=	\$0
OTHER:					
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
TOTAL	\$0			=	\$0
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REGION/CVB PROJECT TOTAL	\$15,000			=	\$15,000