

Approval Requested

 X Final

 Preliminary

Application for projects over \$500

Organization Name: WEST YELLOWSTONE MONTANA CHAMBER OF COMMERCE

Project Name: Opportunity: CONSUMER ADVERTISING: WEST YELLOWSTONE
EARTH DAY CELEBRATION 2011

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 first Earth Day, on April 22, 1970 activated 20 million Americans from all walks of life and is widely credited with launching the modern environmental movement. As 1990 approached, a group of environmental leaders wanted to organize another big campaign. This time, Earth Day went global, mobilizing 200 million people in 141 countries and lifting environmental issues onto the world stage. Today, more than 1 billion people participate in Earth Day activities each year, making it the largest civic observance in the world. Earth Day is a day that is intended to inspire awareness and appreciation for the Earth's natural environment.

The *1st Annual Earth Day Celebration* was held April 16-17th, 2010 for the town and any guests. It was sponsored by the Holiday Inn of West Yellowstone, Delaware North Companies, Inc, and a number of partners including the Hebgen Lake USFS District, the Grizzly & Wolf Discovery Center, and others. A quick recap of last year's events included"

➤ **April 16th, 2010: Welcome Reception and program - 5:00pm to 7:00pm**

A welcome reception featured organic and sustainable appetizers and beverages and eco-friendly product displays. Mayor Pierre kicked the event off with welcoming remarks.

There were presentations on: 'West Yellowstone Recycling' by the 6th graders and Gus Tureman; 'Implementing UnCommon Sense' by Clark Clarkson and 'DNC's Green Path Program' by Alice Harten. Also the US forest service presented Jack Clarkson with an Environmental Sustainability Award. The event ended with the people enjoying music from local musicians the 'Slackjaws' until about 10:00pm

➤ **April 17th, 2010: Activities for Kids of All Ages - 10:00am to 2:00pm**

The Grizzly and Wolf Discovery Center kicked off the event; with their 'Birds of Prey' presentation. Then kids were able to visit the art gallery; face painting booth hosted by the MT Outdoor Science School; and the Earth Day Stations, where they made pencil holders, planted plants, animal jars and toy all out of recycled materials. The US Forest Service gave their 'Leave No Trace' presentation with a special appearance by Smokey the Bear... And introduce the 'Screen Free' Challenge. There were earth day snacks, such as 'dirty and worms' and 'ants on a log', story time and prize drawings, also.

Preparations are already underway for the second annual West Yellowstone Earth Day Celebration This year; we are looking to expand the program, both in content, as well as in marketing it to a much broader audience. The existing Earth Day Celebration

Committee combines representatives from the Holiday Inn, Yellowstone General Stores, West Yellowstone TBID and Chamber, Hebgen Lake District USFS, Yellowstone Park Service, Green-Up West Yellowstone, recycling businesses, and the public.

Planning for the venue, programs, and activities is already underway and on-schedule with the help of our partners. In the next seven weeks, we have the time and opportunity to expand our marketing and promotional efforts. The weekend will include the opening reception and kids educational programs which were popular last year. Additionally we are investigating the possibility of an environmental film festival and an inspirational speaker. Outdoor activities such as guided ski and/or bike events (weather dependent) and campfire programs are being planned.

With the unexpected interest and assistance of other local promotions groups (Town of West Yellowstone MAP Fund and West Yellowstone TBID) we suddenly have the opportunity, and the challenge to promote Earth Day as a destination event. These other promotion's funds will cover local and Montana advertising costs. We are asking for opportunity funds in the amount of \$3,600.00 to expand our advertising to near-by drive marketing in Idaho and Wyoming.

West Yellowstone is adjacent to and provides the primary entrance to the first national park in the world. West Yellowstone exists as a gateway to the park and as such is a natural steward for the park and the equally outstanding forest service lands surrounding the town. With most of the region set aside for human recreation and enjoyment, animal and environmental protection and restricted from most development it is an ideal location for a Celebration of the Earth.

Earth Day celebrations generally have a large educational component along with volunteerism and local recognition. Communities throughout the world invite people to learn about the environment that surrounds them and how to live and work sustainably. The West Yellowstone community has a great deal of information on sustainable practices to share with each other and with visitors. The economy of the town is based upon tourist dollars and with increasing speed environmental practices are becoming a decision making factor when choosing a location for vacationing. Government entities and larger private organizations have been directing the spending of their travel dollars to lodging, F&B, and retail businesses who demonstrate sustainable practices. Recent surveys have shown these same decisions are being made by meeting planners for all sizes of meetings conferences and have become a factor in sixty percent of personal vacations.

The educational component improves the ability of local business persons to remain competitive. Additionally, the events themselves attract people from near and far who want to celebrate this recently developed holiday. The larger celebrations in the country have seen steady increases in room nights and ancillary spend. Friday, April 22nd lands at the beginning of the second weekend of National Park Week which is fee free. As West Yellowstone's Earth Day Celebration grows it could easily become the key annual event to boost April visitation.

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. 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 family-friendly vacation destination in all seasons.
- 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: Opportunity: CONSUMER MARKETING KIDS'N'SNOW

Application Completed by: JAN STODDARD

Detail Page

As described above, the 2011 Earth Day Celebration has the potential to attract not just locals, but other target markets as well. We have identified these groups as:

Group One - *Local participants and attendees:* Yellowstone and Hebgen Lake residents and employees, school kids and their families.

Group Two - *Area participants and attendees:* residents and families from Island Park, Big Sky, and Ennis; day trippers from Belgrade, Bozeman, Rexburg-St. Anthony-Ashton.

Group Three - *Regional travelers:* a larger drive market extending into larger Idaho cities such as Idaho Falls and Pocatello and the surrounding areas; Butte, Helena, Missoula, and Billings, MT. These travelers could be looking for accommodations, especially when bundled with fee free admission days into Yellowstone Park.

Group Four - *Destination travelers:* visitors already coming to Yellowstone National Park or Montana during this weekend looking for additional activities and events. This would require local publicity and education of customer-facing staff (hotel front desks, restaurant staff, attractions staff, local retail shops and gas station attendants).

Marketing to Groups One and Two will be managed through education, flyers, word-of-mouth, and assistance from our strategic partners. The amount of marketing to Groups Three and Four will be determined by our success at receiving additional grant /promotional dollars. The following schedule outlines the various marketing strategies, media, and timeline:

MARCH:

- Determine advertising and promotional budgets (finalize grant applications)
- Work with each strategic partner for promotions (on their event calendars, websites, social media pages, and news releases. *GWDC, WYSEF, USFS, Yellowstone Park, Chamber, TBID, Big Brothers Big Sisters, West Yellowstone School, Boy Scouts, Girl Scouts, Green-Up West Yellowstone, etc.*)
- Apply for Bozeman Daily Chronicle Sponsorship Project program with 1:1 matching print and web advertising.
- Work with West Yellowstone lodging properties to promote and offer bundling of rooms for that weekend (in conjunction with National Park Week and free access to Yellowstone Park).
- First round of news releases to area newspapers and organizations

- Set up website page for information referrals and schedules (using an already hosted Kids'N'Snow website). Use existing Facebook, and Twitter pages to add general content, dates, locations, links to lodging promotions, etc.
- Provide a list of Tweets and Facebook postings to be used by those organizations and businesses who do have social media including: Gallatin National Forest, Yellowstone NPS, Green-Up West Yellowstone, Chamber, Yellowstone Country Tourism, Kids'N'Snow, Delaware North properties, Three Bear Lodge, etc.

EARLY APRIL:

- Finalize pricing and insertion orders for all advertising
- Complete creative for all ads
- Turn in request for PSA (radio public service announcements) and listings in local and area newspapers
- Second round of news releases to area newspapers and organizations
- Set up interview with West Yellowstone News for publishing two weeks prior
- Push heavy updating of events, activities, etc. through website, Facebook, & Twitter pages

10 DAYS BEFORE UP UNTIL THE DAY OF THE EVENT:

- Ads publish in local and regional papers
- Interviews with newspapers representing Big Sky, Bozeman, Ennis, Island Park, and The Rexburg Upper Valley edition covering Rexburg, St. Anthony, and Ashton areas.
- Second news release to area newspapers and organizations
- Distribute posters throughout West Yellowstone, Island Park
- Ask the Chamber to send a mass fax to all Chamber business members
- Take flyers to the school (all teachers, parent's box, and a copy for each grad school take-home folder – 253)

<i>Potential Media:</i>	<i>Estimated Cost:</i>
Island Park News	\$124.00
Post Register including Farm & Ranch insert (Idaho Falls, ID)	\$1,570.00
Idaho State Journal (Pocatello, ID)	\$336.00
Jackson Hole News, Jackson, WY	\$564.00
Teton Valley News: 1/2 page (free color upgrade) Driggs/Tetonia/Victor Idaho	\$306.00
	\$2,900.00

**WEST YELLOWSTONE CHAMBER OF COMMERCE PROJECT BUDGET
KIDS'N'SNOW**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Design & Layout of logo, ads, web banner	\$700	+	\$0	=	\$700
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$700		\$0		\$700
MARKETING/ADVERTISING:					
Media placement including print, internet advertising, radio	\$2,900	+	\$0	=	\$2,900
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$2,900	+	\$0	=	\$2,900
TRAVEL:					
Personal Car	\$0	+	\$0	=	\$0
Commercial Transportation	\$0	+	\$0	=	\$0
Meals	\$0	+	\$0	=	\$0
Lodging	\$0	+	\$0	=	\$0
Vehicle Rental	\$0	+	\$0	=	\$0
TOTAL	\$0	+	\$0		\$0
OTHER:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
REGION/CVB PROJECT TOTAL	\$3,600	+	\$0	=	\$3,600