

Approval Requested

 X Final

 Preliminary

Application for projects over \$500

Organization Name: WEST YELLOWSTONE MONTANA CHAMBER OF COMMERCE

Project Name: Opportunity: CONSUMER ADVERTISING: FLY FISHING FEDERATION AD

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.

Fly fishers, and fly fishing families, are a very integral part of West Yellowstone's tourism market. The West Yellowstone TBID spring marketing campaign includes a focus on West Yellowstone as a family fishing destination. Additionally, we have received notice that West Yellowstone will again host the annual Conclave and Fair on the Fly Fishing Federation again from August 28th – September 3rd, 2011.

A key partner in our strategic marketing efforts has been the Federation of Fly Fishers. Founded in 1965, the Federation of Fly Fishers (FFF) is the nation's largest, oldest and most influential fly fishing-only organization. *The Flyfisher*, a quarterly magazine published by the Federation, is a primary educational tool for the FFF, providing practical information on fly fishing technique, fly tying, resource management, and destination travel. Circulation of each issue is a minimum of 12,500 copies; 11,000 copies are delivered by mail to members and the balance is distributed to nearly 200 affiliated fly fishing clubs, at fly shows, to fly shops and in FFF promotions. *The Flyfisher* editorial aims to attract and support new constituencies of women, youth, and inter-generational family groups, echoing our target market segments.

The Spring/Summer issue of *The Flyfisher* will also contain the "Official Show Guide" for the 2011 Conclave. For this issue, the Federation will also print an additional 5,000 copies. With the announcement of the Conclave coming to West Yellowstone, and an unexpected opening in advertising space, we have the opportunity to include an ad focusing on inter-generational and family fishing, as well as promote the August event. We have negotiated an additional savings of 40% off the regular rate if we can get approval for this project. Funding would come from Opportunity.

Objectives

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

1. 5% increase in traffic to our fishing activity page (a secondary page) on our website from May 1st through June 30th, 2011.
2. A 15% increase (baseline counts established on July1, 2010) in our Facebook 'fan' and Twitter followers.

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.

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

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Design & Layout of ad	\$100	+	\$0	=	\$100
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$100		\$0		\$100

MARKETING/ADVERTISING:					
Media placement including print, internet advertising, radio	\$1,000	+	\$0	=	\$1,000
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$1,000		\$0		\$1,000

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	\$1,100	+	\$0	=	\$1,100
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