

Approval Requested

Final

Preliminary

Application for projects over \$500

Organization Name: WEST YELLOWSTONE MONTANA CHAMBER OF COMMERCE

Project Name: Opportunity: CONSUMER ADVERTISING: KIDS'N'SNOW

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.

As a gateway to Yellowstone Park, West Yellowstone is subject to the economic ups and downs triggered by off-seasons that create a cascade of challenges including cash flow problems and difficulty in maintaining a stable employment base. Three years ago, and again for the winter of 2009/2010, the number of snowmobiles allowed in the Park was drastically reduced and has impacted the town's winter tourism. 75% of business in the winter is generated by snowmobile, snowcoach and cross-country skiing business.

Winter access to Yellowstone Park for the 2010/2011 winter season will again have limited snowmobile access (318 per day park-wide). An extensive EIS process is underway, whose purpose is to establish a long range Yellowstone winter access. Without completion of this EIS prior to the 2011/2012 season, there is no rule in place for winter access. In the interim, controversy and inaccurate information continues creating confusion and uncertainty in the public and negatively impacting winter bookings.

While it is critical to market to our historical winter niche market (snowmobilers and Yellowstone Park winter enthusiasts), it is just as important to develop new winter products that appeal to -different market segments and enhance existing ones. One of our primary market strategies is to promote West Yellowstone as a family-friendly destination, in every season, to both traditional families and an ever increasing inter-generational market.

Last year, we developed a very simple, homegrown monthly event, "S'mores." Visitors and local families came together to make S'mores over a bonfire, listen to music, ice skate, or try out the sledding hill. By end of the winter season, we had over 765 participants ranging from area families, a group of students from China, and a range of families from all over the U.S. The event was received as a perfect way to experience small town America in a family-friendly setting. By the final S'mores evening, we had grandparents with grandchildren driving from three-seven hours and spending the night.

This year we wanted to take that success and create a new winter product. With an eye towards a number of West Yellowstone marketing organizations, national partners, and area businesses we've discussed how to develop a more complete program. Initially we had thought to keep this quite small in our first attempt; however, with the winter marketing campaign reductions at the Montana Office of Tourism, and a strong emphasis on downhill skiing as the winter driver, we felt we had to move quickly and more forcefully to fill a gap in advertising to our winter markets.

Our new product will be called ***Kids'N'Snow***. We are asking funding for this project in

the amount of \$3,600.00 to be pulled from existing "Opportunity" marketing funds. In addition to this funding, we are working with other organizations for support and possible funding for in-state marketing, development and operations costs. These groups include the West Yellowstone Tourism Business Improvement District, the West Yellowstone MAP Fund, the West Yellowstone Foundation, and local businesses. Other organizations have committed to providing resources, equipment, and instruction as indicated below.

Kids'N'Snow is an event-driven product centered on offering children the opportunity to try new winter activities and experience learning in an outdoor winter environment in a safe - yet stimulating environment. The goal is to help children develop healthy lifelong habits through fun, outdoor winter activities similar to national "*No Child Left Inside*" warm weather programs.

We are modeling and benchmarking similar programs developed within ski communities such as www.winterkids.org and the emerging program in Winter Park, Colorado. By targeting children, we also open up winter opportunities to entire families, grandparents with grandchildren, home schoolers, school groups, and other child-based organizations

This inaugural **Kids'N'Snow** is scheduled for Friday, December 17th through Sunday, December 19th, 2010 to encourage families to stay overnight and experience all West Yellowstone has to offer. A variety of activities are being offered, and funded, by strategic partners including:

- ❖ **Yellowstone National Park** interpretive rangers offering a Junior Snow Ranger Program
- ❖ **Hebgen Lake District** of the Gallatin National Forest will offer hike & learn sessions in the forests for beginning snowshoe enthusiasts. (Our goal is to provide snowshoes at no charge to all children and adults.)
- ❖ The **West Yellowstone Ski Foundation** will offer two sessions on Saturday afternoon and Sunday morning introducing kids to cross country skiing. Kids aged 13 years and younger are encouraged to play on skis through activities such as a relay race, an obstacle course, musical chairs, and a sprint. Parents are encouraged to cheer on all the little skiers. (Free ski rentals for kids and reduced rentals for adults.)
- ❖ The **Grizzly Wolf & Discovery Center**, a non-profit animal sanctuary, will offer interactive classes for kids including: Ready, Set, Snow!, The Mountain That Loved a Bird, and Produce a Predator.
- ❖ Local businesses and the West Yellowstone Chamber is sponsoring a Friday night event, "S'mores and Skating" (including free ice skate rentals)
- ❖ Local businesses and organizations sponsoring a Saturday night Holiday event featuring free snow coach rides to the Union Pacific Hall where there will be Holiday games, treats, and Santa

Kids'N'Snow will also incorporate and enhance three existing events: the annual West Yellowstone Holiday Stroll on Thursday, December 16th, the "Rodeo Run" Sled Dog Races (December 17-18th), and the first of our multiple program of citizen's SPAM Cup cross country races (Saturday morning, December 19th).

Marketing will be directed towards our winter drive markets in Idaho, Wyoming, Utah, and Montana. Additionally, we will be working internet and social media markets to

publicize the event. Brian White from www.MontanaWithKids.com will be promoting, as well as filming activities to profile on his website.

We will use as many mediums as possible including, but not limited to, press releases, print and web advertising, and radio. This synergistic campaign will mesh various media types 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 community and national organizations to come together in creating this new product and promoting it. We will also encourage our private sector to develop special packages or promotions to further enhance what we can offer.

Most importantly, we are carefully documenting each step of the project planning, budgeting, promotions, and partnering process. Our goal is not just a successful event, but one that can become a repeatedly, marketable program offered again this winter or on a monthly basis next winter season.

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 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 1.1.b Continue winter marketing, promoting Montana as a superb winter destination.
- 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.

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Project Name: Opportunity: CONSUMER MARKETING KIDS'N'SNOW

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Detail Page

Potential Print Publications and/or Internet advertising:

Island Park News

Idaho State Journal

Idaho Farm & Ranch

Teton Valley News

Jackson Hole News

Potential Online Marketing:

Associated Content, Inc. (promotes content specific to winter with family activities)

www.travel-kaboose.com (winter travel section)

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

	State Tourism Funds	Other Funds	Total
PROFESSIONALSERVICES:			
Design & Layout of print, billboards, ads	\$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