

Approval Requested Final Preliminary**Application for projects over \$500****Organization Name:** WEST YELLOWSTONE MONTANA CHAMBER OF COMMERCE**Project Name:** Opportunity: WEB - MOBILE APPLICATION**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 Internet has fundamentally changed the way people find, discover, share, shop, & connect. And, with 1 in 2 Americans now owning a Smartphone, access to the Internet has gone mobile and is growing exponentially. By 2020, the #1 way to access the Internet will be via phone.

A new generation of tourists increasingly expects information to be available on-demand and in the palm of their hand. A truly *mobile* application, however, is an application that continues to work even when network connectivity is lost, unlike an online application. Information is stored right on the smart phone (or tablet) for instant access, with or without a cell signal.

Being "disconnected" from the network does not stop the application dead in its tracks. This is a critical feature for many visitors traveling through National Parks or around West Yellowstone because of the lack of mobile coverage.

The West Yellowstone TBID will be partnering on this project to provide one-half of the initial (\$10,000.00) Year One costs for the application technology and implementation, as well as one-third of the Year Two & Three costs (\$7,500) for maintenance and upgrades. We plan to move \$5,000.00 in unallocated funds from the current year "Total Web" project (Website Development line item) to Opportunity for this project.

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.

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 - WEB - MOBILE APPLICATION

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Detail Page

The West Yellowstone Chamber already has a great deal of content, photos, maps, and other information essential to visitors coming to the Yellowstone-Grand Teton area as well as those already here looking for lodging, activities, routes, and other information. We needed a way to load that content into a mobile application.

We looked at subscription software platform that allows destinations to create their own Smartphone tour using video and audio/image media files such as Mobile Media Engine or customized solutions such as Dizgo used by a number of larger CVB's. These solutions were cost prohibitive (up to \$6,000/month). Fortunately, we were approached by a tourism partner, *American Park Network*, with an immediate opportunity that matched our need.

For more than two decades, *American Park Network* has been a trusted source for visitor information on national parks and public lands. The annual printed *Oh, Ranger!* guides are read by over 20 million park-lovers. In order to expand to the growing mobile market, *American Park Network* began launching a series of park gateway mobile applications in conjunction with local tourism partners.

The mobile apps are free to consumers and promoted via *American Park Network* and other national websites and publication partners. Their goal is to create a national marketing presence to help the app stand out from the crowd.

By working with numerous gateway partners utilizing the same underlying technology, *American Park Network* could also offer an economy of scale by spreading out the development costs over multiple partners all over the country. Additionally, upgrade and new feature developments could be developed capitalizing on the combined experience of tourism partners located in different parts of the country yet who have similar missions

This turnkey solution (no programming knowledge required) supports multiple mobile platforms using the same content from one central, easy to use web form. Program components would include: Mobile optimized website, iPhone/iPod Touch native application, iPad native application (Summer/Fall 2011), Android native application (Summer/Fall 2011), and additional platforms when they become available within the network, training, and technical support.

The West Yellowstone Chamber and the West Yellowstone TBID will provide the content and resources to transfer this information to the database. Each app and the mobile-optimized website will be use the same set of data, so one source can feed all your mobile platforms.

WEST YELLOWSTONE CHAMBER OF COMMERCE PROJECT BUDGET
OPPORTUNITY - WEB - MOBILE APPLICATION

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Mobile application creation and Year One implementation	\$5,000.00	+	\$5,000.00	=	\$10,000.00
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$5,000.00		\$5,000.00		\$10,000.00
MARKETING/ADVERTISING:					
Media placement including print, internet advertising, radio	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
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	\$5,000	+	\$5,000	=	\$10,000