Approval Requested
__X__ Final
_____ Preliminary

Application for projects over $500

Organization Name: WEST YELLOWSTONE MONTANA CHAMBER OF COMMERCE

Project Name: CONSUMER ADVERTISING: "WEST OF YELLOWSTONE PARK"

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.

Each spring, West Yellowstone has a unique opportunity. From mid-March through mid-April, Yellowstone Park closes the west entrance located at the edge of our community. This closure facilitates switching roads and facilities from oversnow conditions to public vehicular travel allowed during 'warm' season months.

Historically, this creates several challenges. Inevitably, we have destination travelers (especially international ones) arrive to experience Yellowstone Park without prior knowledge of this closure. We also need to attract visitors to support year-round businesses including lodging, restaurant, and retail properties to sustain a healthy economy for our community. Our Chamber Marketing Committee has been grappling with these challenges and recently come up with an exciting idea.

The unrealized opportunity is that during this time, we can offer similar wildlife watching and photographic opportunities outside of Yellowstone Park. There is a wealth of wildlife that can be easily spotted near West Yellowstone from the bison located along the western boundary of Yellowstone, bighorn sheep along Hebgen and Quake Lakes, elk and antelope feeding in fields, eagles and osprey along the roadways, and much more.

However, there is no "tool" that contains this information which could be distributed to visitors. The solution is a tear-off map that includes all the information needed. One side will depict the roads and locations for potential wildlife and bird watching. The other side will contain more detailed information including: suggested routes for day trips in and around West Yellowstone that correspond with the map; opening dates for roads, facilities, and attractions, a photo checklist for kids (and adults) that lets them track the wildlife and birds they see, and general information.

We will also encourage our private sector to put links on their websites back to this map. We will work with them to also develop special packages for this time that we can promote and will display on our website. Individual properties have also offered to distribute these maps at consumer trade and outdoor shows.

We believe this will be an excellent compliment to our already successful regional "Bike Only Days" campaign.

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. 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 vacation destination.
- 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.
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Detail pages attached **Yes** **No**

Budget page must be attached for approval.

Organization Name: WEST YELLOWSTONE MONTANA CHAMBER OF COMMERCE

Project Name: CONSUMER MARKETING
"WEST OF YELLOWSTONE PARK"

Application Completed by: JAN STODDARD

Detail Page

Design, Layout & Copy

We will employ a map designer to give us the actual map of the area we intend to encompass including though not limited to, roads, lakes & rivers, trailheads and all names. We will then employ a graphic artist to complete the design and layout including any keys, call outs and so forth.
We may employ an individual very familiar with the concept and the area to create the copy that will include the types of wildlife that might be viewed, any events and offering the invitation to return for another visit.
~~**"West of Yellowstone Park" Map**~~
~~We will create and print an 11 X 17" full color two side's tear-off map, along with an electronic (.pdf) version. 5,000 quantity.~~

Printing
Size: 11/17
Color: Full color both sides
Stock: 70# uncoated
Quantity: 5,000
FOB: West Yellowstone

Potential Online Marketing
In addition to local and regional distribution, we would offer the "West of Yellowstone Park" map to specific geographic audiences located within targeted drive markets including Idaho, eastern Washington, Utah, especially Salt Lake City and adjoining cities. Additionally, we would also target individuals with interest in activities specific to spring including wildlife watching, photography, and cycling. We would use online marketing including:

- Our own Chamber website, Facebook and Twitter pages
- PPC or banner ads on Facebook and other social networking sites
- Travel websites geared to our targeted market segments (family, multi- or inter-generational family travel, active matures, geotravelers).

Distribution
The distribution of this piece has many aspects and is not limited to:

- The West Yellowstone Visitor Center
- Through local gas stations, restraurants and retail to help encourage their customers to spend a little more time in the area.
- Through hotels/motels who will be encouraged to
    - use them for their guests on arrival to persuade a longer stay and to make the guest's stay more enjoyable and meaningful

- to mail the map in advance to help persuade a longer stay even prior to arrival
- Any private sector who requests them
- Island Park, ID private sector
- Electronic version through the internet, via our websited and social mediate websites as well as response to emails.

WEST YELLOWSTONE CHAMBER OF COMMERCE PROJECT BUDGET
"WEST OF YELLOWSTONE PARK"

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Design & Layout and copy ~~-~~of print including map and web banners	$1,800	+	$0	=	$1,800
~~Electronic .pdf and print production~~	~~$1,800~~-	+	$0	=	~~$1,800~~-
~~Mailing and distribution costs~~-	~~$100~~-	+	$0	=	~~$100~~-
	$0	+	$0	=	$0
	$0	+	$0	=	$0
	$0	+	$0	=	$0
	$0	+	$0	=	$0
TOTAL	$3,700		$0		$3,700
MARKETING/ADVERTISING:					
Internet Advertising (Google, Facebook)	$800	+	$0	=	$800
	$0	+	$0	=	$0
TOTAL	$800	+	$0	=	$800
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:					
Print production and print of map and electronic pdf	$1,800	+	$0	=	$1,800
Mailing and distribution costs	$100	+	$0	=	$100
	$0	+	$0	=	$0
	$0	+	$0	=	
TOTAL	$1,900		$0		$1,900

REGION/CVB PROJECT TOTAL	**$4,500**	+	**$0**	=	**$4,500**