

Approval Requested

 X Final

_____ Preliminary

Application for projects over \$500

Organization Name: WEST YELLOWSTONE MONTANA CHAMBER OF COMMERCE

Project Name: "YELLOWSTONE IS OPEN" AND WINTER CAMPAIGN

Application Completed by: MARYSUE COSTELLO & 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.

WYM knows that establishing West Yellowstone as a winter destination is critical to maintaining a healthy year-round economy in our town. The continuing process to determine Yellowstone winter access, almost annually, has created public uncertainty and confusion as to whether Yellowstone is open in the winter and by what means. Massive (and potentially expensive) marketing and publicity efforts are required to educate the public that "Yellowstone is Open" in the winter (national and international markets).

While lowered snowmobile access limits are already established for the winter of 2010/2011, there is an on-going EIS process for determining Yellowstone winter access for the 2011/2012 and beyond with resulting media controversy, public opinion, and misinformation about winter access

Once again, projecting accurate and timely information and updates to winter groups will be critical, especially during fall and early winter reservation booking periods. We will need to emphasize that Yellowstone Park will be open for over snow access through the west entrance via snowmobile and snowcoach. We will use press releases and media contacts through the internet, print, and other media avenues (radio or television, public news sources, snowmobile associations and clubs, snowmobile media, winter sports organizations, and social networking tools) to inform and educate the public and our potential visitors.

We plan to center our promotion and publicity efforts on the December 15th, 2010 west entrance winter opening. This will primarily be an on-line campaign and we plan to use the internet components of snowmobile publications, regional newspapers and our own Facebook and Twitter accounts, along with proactive blogging. In addition to the opening gate event, we will also promote our well-groomed system of trails, great powder riding and our annual World Snowmobile EXPO.

Additional marketing programs would continue through the winter season beyond just the initial gate opening through the entire winter season. We would also focus on other niche winter market activities (cross country skiing, snow shoeing, snowmobiling) and other winter events (Dog Sled Races, Winter Stroll, etc.) to promote West Yellowstone as a winter destination and the variety of winter activities outside the park. Online marketing selected would drive people to the winter landing pages on our web site.

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.

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.
- Continue to target our market as accurately as possible, to assure funding is used to reach an audience that asks for information, travels to West and spends significant dollars.
- Continue to expand our marketing potential by participating in partnerships with other tourism organizations.

How does this project support the Strategic Plan?

WYM believes that this position actually has the potential to support all aspects of the strategic plan. Though specifically we would say:

- Goal 1.1: Implement highly targeted consumer advertising/promotion campaigns.
- Goal 1.1.a Expand partnerships with tourism businesses/attractions as co-op partners.
- 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 2.1 Attain public policy and citizen support for sustainable tourism and recreation.

Detail pages attached **Yes** **No**

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Detail Page

Calendar of event press releases

Timed to potentially match the print ad placement (media and/or internet placement)

Potential newspapers/tabloids:

We will distribute news releases and work with media representatives for coverage. This will include regional papers within targeted drive markets including Idaho, western Washington, Wyoming, and Utah (especially Salt Lake City and adjoining markets). These publications could include: Idaho Falls Post Register, Rexburg Standard Journal, Idaho State Journal, Idaho Press Tribune, Island Park News, and Idaho Statesman.

We will also look for print and/or online opportunities with snowmobile specific publications such as Michigan Snowmobiler, Wisconsin Snowmobiler, Minnesota Snowmobiler.

Potential Billboard: This would only be considered if there were additional marketing partners on this project.

Salt Lake City or along the Wasatch front along I-15, I-80 or I-215

Potential Online Marketing:

- Web advertising campaigns to match regional newsprint coverage for specific publications as outlined above.
- On-line advertising and electronic emails and messages to snowmobiles associations or clubs (Utah, Washington, California, Oregon, Canada, New York, and Minnesota). We would also use the leads generated by the SledtheRockies.com website.
- On-line advertising with snowmobile manufacturer sites such as SnoGoer.
- *NOTE: We will also review Montana Travel and Yellowstone Country consumer marketing efforts for possible synergies and broader exposure.*

**WEST YELLOWSTONE CHAMBER OF COMMERCE PROJECT BUDGET
"YELLOWSTONE IS OPEN"/WINTER CAMPAIGN**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Design & Layout of print, online ads, and electronic newsletters	\$ 800	+		=	\$800
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
TOTAL	\$ 800			=	\$ 80
MARKETING/ADVERTISING:					
Media placement including web	\$12,700	+		=	\$12,700
	\$0	+		=	\$0
	\$0	+		=	\$0
TOTAL	\$12,700	+		=	\$12,700
TRAVEL:					
Personal Car	\$0	+		=	\$0
Commercial Transportation	\$0	+		=	\$0
Meals	\$0	+		=	\$0
Lodging	\$0	+		=	\$0
Vehicle Rental	\$0	+		=	\$0
TOTAL	\$0	+		=	\$0
OTHER:					
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
	\$0	+		=	\$0
TOTAL	\$0			=	\$0
REGION/CVB PROJECT TOTAL	\$13,500	+		=	\$13,500