

Approval Requested

Final

Preliminary

Organization Name: YELLOWSTONE COUNTRY

Project Name: FY 12 Website Maintenance & Development—Winter landing page

Application Completed by: Robin Hoover 9-28-11

YCMC requests approval to spend **\$5,940.00 FY 12 WEBSITE MAINTENANCE & DEVELOPMENT** funds to develop additional pages for the www.yellowstonecountry.net website. Currently, the call to action for all our print & digital advertising campaigns is to log onto the www.yellowstonecountry.net site. The goal for adding a specific winter landing page is to be more effective in tracking our specific winter campaigns by driving the traffic to the specific URLs. YC is participating in the MTOT *National Geographic & Outside Magazine* print co-ops, and the *iExplore & Madden Media* digital co-ops in addition to our own winter media placements to promote Alpine & Nordic skiing, snowmobiling, and a Yellowstone National Park winter experience. Driving all our winter marketing to a specific landing page would allow for much more in-depth analysis of the campaigns. Engaged consumers will be driven to the Yellowstone Country winter landing page which will then guide them to the current Yellowstone Country website. Copy will further support the Yellowstone Country brand proposition, “**America’s 1st Playground,**” by promoting our specific winter experiences including Alpine & Nordic skiing and snowmobiling. YC’s FY 12 Marketing plan received preliminary approval for the following, and this project meets what was outlined in that narrative:

WEBSITE DEVELOPMENT

Continue site architecture, addition of new pages, graphic design enhancement, database development, project management, consulting, site analysis, new hardware, software or network enhancement purchases as required, photos, video, & text, testing & implementation, social media website development and integration with existing website.

OBJECTIVES

- Generate a baseline number of visitors to the landing page in order to benchmark and effectively track the winter co-ops performance for future marketing activity.

Refer to the portions of your marketing plan, which support this project.

Attract new tourism dollars into the region.

1. Increase tourism dollars by extending lengths of stay in the region.
2. Target adventure-based travelers in regional marketing efforts.
3. Continue to promote “America’s 1st Playground” as theme in marketing campaigns.
4. Identify & promote historic, cultural and natural resources, including Native American culture, by providing relevant information & focused marketing messages in targeted advertising venues.

How does this project support the Strategic Plan?

- **Goal 1:** Increase Four-season Tourism Revenues Statewide Through Effective Marketing & Promotions, Focusing on the High-Value, Low- Impact Visitors: YC views the regional website as a vital component of our efforts to utilize technology to enhance visitor information and marketing efforts.

Detail pages attached Yes No

**YELLOWSTONE COUNTRY PROJECT BUDGET
FY 12 Website Maintenance & Development**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	\$0				\$0
TOTAL	\$0.00		\$0		\$0.00
Account management	\$950	+	\$0	=	\$950
Web design			\$950	+	\$950
Web development			\$2,565	+	\$2,565
Creative direction			\$475		\$475
Photography			\$1,000	+	\$1,000
TOTAL	\$0.00		\$0		\$5,940
TRAVEL:					
Personal Car			\$0	+	\$0
Commercial Transportation			\$0	+	\$0
Meals			\$0	+	\$0
Lodging			\$0	+	\$0
Vehicle Rental			\$0	+	\$0
TOTAL	\$0		\$0		\$0
OTHER:					
				+	\$0
				+	\$0
				+	\$0
				+	\$0
				+	\$0
				+	\$0
TOTAL			\$0		\$0
TOTAL					\$5,940
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REGION/CVB	PROJECT				
TOTAL			\$00.00	+	\$0
					\$5,940