

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: Mobile Website

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

Approval Requested
X Final

NEED FOR THE PROJECT:

Missouri River Country would like approval to do a website for mobile phones. A mobile version of the website will be an aid to visitors of Missouri River Country. With cell phone usage on the rise people are turning to their phones to conduct most of their work and vacations on the internet. A mobile website will provide a great benefit to visitors of the area. If approved Missouri River Country would use \$4000 from our uncommitted funds to pay for the mobile website conversion. It will be a smaller version of our travel planner and website.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1) Increase the amount of Bed Tax collections in FY12 by 5% over FY11.
- 4) Increase the number of web visits and page views on our website in FY12 by at least 5%.
- 11) Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:

Goals: 1, 2, 5, 6, 8, 10, 12
Target Geographic Markets
Target Demographics: A, B, C, D, E, F
Advertising Mediums Planned: C

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.
 - Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.
 - 1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.
- Goal 4: Enhance and preserve Montana’s culture and history.
 - Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.
- Goal 10: Build an effective “team” to implement the Strategic Plan, and report results.
 - Action 10.1: Recognize Travel Montana as “team captain” to communicate/coordinate regularly with partners.

PROFESSIONALSERVICES:

Restructuring the site	\$350	+	\$0	=	\$350
Recoding the site	\$3000	+	\$0	=	\$3000
Testing	\$550		\$0		\$550
Meetings	\$100	+	\$0	=	\$100
TOTAL	\$4000		\$0		\$4000