



Grant Details

108656 - FY22 Region/CVB Marketing Plan

113957 - Great Falls Montana Tourism 2022 Marketing Plan

DOC Office of Tourism

Grant Title: Great Falls Montana Tourism 2022 Marketing Plan
Grant Number: 22-51-017
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Applicant Organization: Great Falls CVB
Grantee Contact: Rebecca Engum
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Contract Dates: Contract Sent 07/01/2021 Contract Received Contract Executed
Project Dates: 06/16/2021 07/01/2021 06/30/2022
Proposal Date Project Start Project End
Grant Administrator: Barb Sanem
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Award Year: FY22

Contract Dates

Contract Sent Contract Received Contract Executed Contract Legal

Project Dates 07/01/2021
06/30/2022

Project Start Project End

Comments
Amendment Comments

Community & Brand Support

Describe your destination (who you are, who you wish to attract and why would they come) addressing your strengths, opportunities, and potential challenges. How does your destination align with Montana's brand pillars?

Great Falls, Montana is the 3rd largest city in the Nation's 4th largest state, by land mass, with 147,000 square miles. With 1 million residents in the State and just under 60,000 residents in the city, the open space appeals to residents and non-residents alike.

Great Falls Montana Tourism will leverage the Montana Brand pillars and use paid, owned, and earned media to orient overnight visitors to Great Falls' unique spectacular unspoiled nature and breathtaking experiences by using images and videos of fishing on the Missouri River, biking the River's Edge Trail, hiking in the Little Belt Mountains, bird watching at Giant Springs State Park, or other unique locations in Great Falls. Our videos and images will help the traveler picture themselves in Great Falls.

We will align with relaxing hospitality through our owned media by using images and videos of outdoor dining, welcoming shopping experiences, and artful displays of food.

To align with vibrant and charming small towns, we will develop itineraries around specific events and market them through our website and paid media. We will also have Great Falls, Montana residents as guests on Montana's #1 podcast, We're No Dam Experts, to highlight the people who are here, and who guests may interact with. Our videos and images will give the traveler a glimpse, and allow them to picture themselves in Great Falls.

Great Falls is Montana's Basecamp for Art and Adventure. Designed for independent, outdoor adventurers, Great Falls provides a true, authentic Montana experience. Our community sits on the banks of the Missouri River in the center of the State. Great Falls is a basecamp to the Rocky, Big Belt, Highwood, and Little Belt Mountain Ranges; each providing public access for a variety of outdoor recreation. It is also a basecamp to the Sun and Smith Rivers; Belt Creek, and Holter Lake; it is 2.5 hours south of the East entrance to Glacier National Park, and 3.5 hours north of the North Entrance to Yellowstone National Park. Great Falls' access to a variety of outdoor adventures is complimented by a haven of rich arts, culture, and history in a vibrant, modern community where you can renew your spirit.

Great Falls is Montana's Museum Capital. Famed cowboy artist and humanitarian, Charlie Russell made Great Falls, Montana his basecamp and the museum that bears his name has the largest collection of Russell's work, the complex has his studio and home, and The C.M. Russell Museum has been named Montana's Museum worth driving for. The Lewis & Clark Interpretive Center has North America's most extensive display of the Lewis & Clark expedition. First People's Buffalo Jump is North America's Largest and is a National Historic Landmark. The remaining museums in Great Falls celebrate our history, the life of Brother Van, modern artists, the railroad, the artwork of Sister Mary Trinitas Morin and Mother Raphael Schweda, the military missions at Malmstrom Air Force Base, and a hands-on Children's Museum.

Great Falls becomes the Western Art Capital of the World for one week in March, in celebration of Charlie Russell's birthday. This signature event brings in over 750 artists at 15+ shows for a variety of auctions, direct purchase, quick finishes, demonstrations, lectures, music and more.

Great Falls is home to Giant Springs State Park, and a basecamp to Tower Rock State Park, Sluice Boxes State Park and Smith River State Park. We have an airport that offers direct flights to Minneapolis MN, Denver CO, Seattle WA, Las Vegas NV, Mesa AZ, and Salt Lake City UT.

The Tourism Team is focused on the organization's mission to strengthen our economy by promoting the uniqueness of Great Falls, Montana to visitors that will generate an overnight stay in Great Falls. The look to attract Active Independent Adventure Couples, Culture and History Buffs, Event Experiencers, and Shop and Diners.

There are 466 incorporated places that have a population of between 50,000 to 99,999. Great Falls is 1 of them. 741 with 25,000 to 49,999. That is 1,206 options other than Great Falls that offer meeting and leisure travel opportunities. Our job is to get Great Falls known, and then, make people fall in love with our unique opportunities. That doesn't account for the 314 other places with a population of 100,000 or more, just in the United States.

To stand out in a saturated destination marketing environment, Great Falls, Montana requires a bold and innovative approach. Great Falls is marketed as Montana's greatest dam town that is a basecamp to unspoiled nature, breathtaking diverse landscapes, and friendly, relaxed hospitality. Our tone is conversational, punny (yes, pun-ny), simple, and confident. The use of the word dam is used in marketing headlines when images are of dams, and sparingly in other efforts. We use a double exposed image over a landscape in our promotion to juxtapose the outdoors and illustrate the art in Great Falls that differentiates us from other Montana communities and from the 1,520 other communities via for attention.

According to the Institute of Tourism and Recreation Research (ITRR), Great Falls hosted 44% fewer overnight visitors in 2020 than it did in 2019. Room demand was 29% lower in 2020 compared to 2019. Our 2020 lodging collections were 40% lower than 2019. (Attachment 3) The Canadian Border was closed to non-essential travel and the east entrances to Glacier National Park were closed. As we begin to move forward, 2019 will be held as our benchmark for recovery and 2020 will remain an oddity for data due to COVID-19.

ITRR data shows that Great Falls receives the propensity of its visitors from Washington, Idaho, Colorado, California, Minnesota, Florida, Illinois, Oregon, North Dakota, Utah, and Texas. Overnight visitors to Great Falls primarily enjoy scenic driving, day hiking, recreational shopping, wildlife watching, nature photography, and visiting museums/historical sites. Great Falls Montana Tourism has received 22,718 inquiries in fiscal year 2021, mostly coming from Texas, California, Florida, Ohio, Michigan, Illinois, Pennsylvania, Missouri. They predominately arrive by personal vehicle and are repeat visitors. Our visitors are couples, 55 years old and older, with an income range of \$75,000 to \$150,000.

STRENGTHS

River | The Missouri River connects Great Falls' history to the Plains Indians, Corp of Discovery, mining and electricity. There are 5 dams in Great Falls and the River still provides access to outdoor recreation, bird viewing, a path for scenic drives, and a backdrop for stunning photography. The Sun River connects to the Missouri in Great Falls and flows from the Bob Marshall Wilderness Complex.

Basecamp | In about an hour or less from Great Falls, you can be in the Rocky Mountain Front and the greater Bob Marshall Wilderness Complex, Sluice Boxes State Park and the Little Belt Mountains, the Highwood Mountains, on Holter Lake, at Smith River, Sun River. And, just a little further is Glacier National Park.

Art | In the broadest sense of the term, Great Falls has art—from statutes and murals on the river's edge trail and downtown, to state parks and museums that capture our history and culture, to restaurants who source local food, to residents who create masterpieces on canvasses or using batik, and our entrepreneurs who create industry changing products. Great Falls is creative, innovative, and full of art.

Malmstrom | 3,300 personnel, along with their families, are stationed in Great Falls' air force base. The base itself draws national contractor business, and the personnel's extended family come to visit.

GTF | Our international airport is small and accessible, offering direct flights from Seattle, Denver, Las Vegas, Minneapolis, Phoenix, Salt Lake City, and seasonally to Chicago. It is set to expand if support secured from Small Community Air Service Development grant. Having an airport makes Great Falls marketable for conventions.

Capacity | There is very few times when lodging isn't available in Great Falls, making this a perfect stop or launch point for adventures into Glacier or Yellowstone, who can fill quickly.

WEAKNESS

Venues| Tried and true, our facility infrastructure is stable but suffers from deferred maintenance and lack of capital investment for industry demanding improvements.

Impression| Immediate thoughts of Montana include mountains, roaming wildlife, and backpacking adventures, and Great Falls is a modern community on the Missouri River with an industrial history.

Detractors | 34% of Great Falls residents hold a low-self image of and are negative about the community being a great place to visit.

Camping | Great Falls has two RV Parks and fill quickly. The availability for more natural camping isn't readily available within the area and still capture spending.

OPPORTUNITIES

Developments | Great Falls will see it's first distillery finally open in the market this summer and a new concert venue that will host 90 ticketed events each year.

I-15 Corridor | Great Falls is roughly halfway between Salt Lake City, Utah, and Edmonton, Alberta (via Highway 2 in Alberta, Canada). Through traffic provides a chance to convert travelers for experiences and events. 55% of travelers drive through Great Falls without spending a night.

Air Service | United, Delta, Alaska, and Allegiant are great partners, however, there are opportunities to add carriers and direct flights.

Events| Signature events give visitors a specific time to travel to Great Falls. We have room to add more.

THREATS

COVID-19 | Cascade County currently has no capacity restrictions or mask mandate. Nationally, meeting planning and travelers are making decisions with the COVID-19 vail. Mini spikes in cases locally, and potential changes in the landscape still loom.

I-90/I-94 CORRIDOR | This Montana route has larger communities with larger population bases, sees higher traffic counts and has had

Growth | The success of peer and benchmark communities related to increased retail experiences and capital investments in infrastructure have increased their tourism budgets to attract more visitors, causing Great Falls to lag.

Describe your destination.

The open space and natural beauty of Montana continues to lure travelers to our rugged landscapes. Non-Resident visitation continues to grow in Montana overall; however, Great Falls Montana Tourism is challenged to get those independent adventurers to leave the National Park Regions. The Montana Office of Tourism and Business Development spends considerably more than Great Falls to promote the allure and mystique of Montana. Great Falls Montana Tourism will leverage that inspiration stage by emphasizing Great Falls is in Montana. Great Falls Montana Tourism will place paid media that will inspire travelers to consider Great Falls, Montana and drive traffic to purposefully crafted landing pages that will then orient the visitor to where in Montana Great Falls is. Sections of the website devoted to how to get here will be layered with crafted facilitation to include ideas of things to do through itineraries, and events.

Great Falls Montana Tourism will continue to field all inquiries by email and telephone and offer in-market services for our guests, providing facilitation for trip planning tips, information, and resources about Great Falls.

Optional: Include attachments here

a. Define your target markets (demographic, geographic and psychographic).

Great Falls Montana Tourism will target the following markets:

Active Independent Adventure Couples 35-65 years old who live in

- Drive Markets – Spokane, Coeur d'Alene, Boise, Bismarck, Fargo, Rapid City, Alberta, Saskatchewan
- Direct Fly Markets – Denver, Seattle, Chicago
- Originating Flight Markets – Los Angeles, Texas (Dallas, San Antonio, Austin)

Culture and History Buffs aged 50-65 who live in

- Drive Markets – Spokane, Coeur d'Alene, Boise, Bismarck, Fargo, Rapid City, Alberta, Saskatchewan
- Direct Fly Markets – Denver, Seattle, Chicago
- Originating Flight Markets – Los Angeles, Texas (Dallas, San Antonio, Austin)

Shop & Diners aged 25-65 (Once the Border Opens)

- Drive Markets – Alberta, Saskatchewan

b. *What are your emerging markets?*

Great Falls Montana Tourism will target Active Independent Adventure Couples 35-65 years old and Culture and History Buffs aged 50-65 who live in Nashville, TN and Milwaukee, WI as our emerging market. Additionally, we will target Event Experiencers aged 25-45 in the following markets:

- Local Drive markets – Billings, Bozeman, Butte, Missoula, Kalispell
- Drive Markets – Spokane, Coeur d'Alene, Bismarck, Fargo, Rapid City, Alberta, Saskatchewan

Optional: Include attachments here.

c. *What research supports your target marketing?*

According to Institute of Tourism and Recreation Research, Great Falls hosted 569,535 overnight visitors in 2020 from:

- 18% Washington
- 11% Minnesota
- 10% North Dakota
- 9% Idaho
- 7% Oregon
- 6% Wyoming
- 6% California
- 6% Wisconsin
- 5% Alberta
- 3% Pennsylvania

In comparison, 2019, Great Falls hosted 1,009,959 overnight visitors from:

- 14% Alberta
- 7% Washington
- 7% Idaho
- 6% Colorado
- 6% California
- 5% Minnesota
- 4% Florida
- 4% Illinois
- 3% Oregon
- 3% North Dakota

Overnight visitors to Great Falls enjoy:

- Scenic Driving (Active Independent Adventure Couples)
- Day Hiking (Active Independent Adventure Couples)
- Recreational Shopping (Shop & Diners)
- Wildlife Watching (Active Independent Adventure Couples)
- Nature Photography (Active Independent Adventure Couples)
- Visiting other historical sites (Culture and History Buffs)
- Visiting Lewis & Clark sites (Culture and History Buffs)
- Visiting Museums (Culture and History Buffs)
- Visit local Brewery (Shop & Diners)

8% of overnight guests attended events in 2019, 6% went to sporting events, and 2% attended performing arts activities. These are our Event Experiencers.

Great Falls Montana Tourism fielded 26,081 inquiries from:

- 7% Texas
- 7% California
- 6% Florida
- 4% Ohio
- 4% Michigan
- 4% Illinois
- 3% Pennsylvania
- 3% Wisconsin
- 3% Minnesota
- 3% Missouri

In 2019, Expedia's Top 10 Origin Air Markets by Ticket Sales for Great Falls:

- 6.5% Los Angeles, CA
- 4% Seattle, WA
- 3% Dallas, TX
- 3% Denver CO
- 3% Phoenix, AZ
- 3% Las Vegas, NV
- 3% San Diego, CA
- 2.5% Portland, OR
- 2.5% Sacramento, CA
- 2% Kansas City, MO

The top 10 origin air markets with year over year ticket growth are:

- Salt Lake City, UT 123%
- Nashville, TN 37%
- Washington, DC 36%
- Austin, TX 33%
- Denver, CO 32%
- San Antonio, TX 21%
- Orlando, FL 19%
- Minneapolis, MN 19%
- Kansas City, MO 12%
- Detroit, MI 10%

The market results from our paid media have the following communities with the highest reach:

- California
- Texas
- Illinois
- Washington
- Idaho

We did see Wisconsin pop up in our paid media results without targeting them.

We saw Texas increase in visitation and inquiries when flights into Montana were first announced, and we are seeing the same trends in our data with Tennessee.

To make the most impact in the market segments for our marketing investment, we are targeting communities outside the targets of Great Falls International Airport, removing communities that have been in the top 10 for visitation that haven't had significant paid media support, and looking at emerging marketing that have links between two or more research sources.

Great Falls Montana Tourism has the following goals this year:

- Recover overnight visitation to 85% of 2019 levels
- Recover room demand to 85% of 2019 levels
- Grow Facebook Followers by 30%
- Grow Instagram Followers by 40%
- Retain 85% of current members
- Secure 55 new members

a. In what types of co-ops with MTOT would you like to participate?

Great Falls Montana Tourism is interested in Joint Ventures that leverage content, video and retargeted audiences. This year, we are looking for media opportunities that leverage Glacier and Yellowstone National Park trip planners and visitors.

We would like Joint Ventures that leverage influencers and help Great Falls establish relationships with writers and offer familiarization tours in exchange for media coverage. If MOTBD subscribes to newswire services, joint ventures that allow us to leverage story ideas through that.

Now knowing the MOTBD marketing plan or owned media strategy, Great Falls would welcome Joint Venture opportunities with MOTBD on their owned media, if possible. Things like sharing Great Falls images on their Instagram feed or Great Falls takeovers, blog content through their Facebook page, events through Twitter are all opportunities we would participate in.

Optional: Include attachment here.

b. In what other types of co-ops would you like to participate? (Regions/CVBs, etc.)

Great Falls Montana Tourism is looking for many Joint Ventures. With CVBs, we are looking to find ways to promote Great Falls through Great Falls Sporting Venues/Teams: Electric City Raceway, Great Falls Trap and Skeet Club, Centene Stadium, Montana ExpoPark, Great Falls Ice Plex, and Mclaughlin Center. These venues/teams compete across the State in other communities, and we would like to collaborate around these areas to make it valuable for both communities.

We are looking for Joint Ventures with local product production partnerships: Pasta Montana, JJ Johnson, Mighty Mo, Mountain Wave Distilling, and others, that are distributed outside of Great Falls.

A new Joint Venture effort includes our members. We are offering our members the following Joint Ventures:

- Provide "Let Us Welcome You" retargeted offers/discount email and Visitor Magazine QR Code where members and lodging properties provide a discount to be delivered to travelers using a digital pass.
- Provide 12 "We Want You Here" retargeted email opportunities where the member buys-in for a 100% of voice sponsored content retargeted email served as part of an automated series to a list of people who engaged in an initial Adventure Awaits email. The content will be approved and placed by Great Falls Montana Tourism.
- Provide 21 "Friday Basecamp Sponsor" opportunities beginning on National Tourism Day (May 6, 2022) until the last Friday in September. Members will work with Tourism Staff to design a value-added sponsorship at 15 Overlook Drive on Fridays. Put your t-shirts on our team, provide samples of your food for guests, do a giveaway, provide a special coupon. It's only good for one day – so make the most of it.
- Provide 1 per week "Give us a Minute" sixty-second sponsored content spot on Montana's #1 Podcast, We're No Dam Experts. The scripted spot will be approved and produced by Great Falls Montana Tourism, in podcast style, and aired at the beginning of the weekly podcast episode as well as listed in the library as its own mini episode.

Lastly, we take advantage of Joint Ventures proposed by our partners through the year, that fit into our efforts. Joint Venture opportunities have come from Regions, Airports, Museums, Western Art Week Shows, and Great Falls Voyagers in the past. These Joint Ventures could be any paid media.

c. What types of co-ops have you done in the past? Were they successful - why or why not?

In FY20, Great Falls had intended to secure one of the Sojern Joint Ventures when they become available, however, were too late to get one. We used our joint venture funds to partner with Central Montana to secure Visa Vue research. This was successful as we received Great Falls specific data for a reduced investment. This research was valuable to determine spends on specific segments and when purchased over the years, paints a picture of consumer behavior that is helpful in determining messaging and geographic location for media placement. The data remains in our research files to review against previous and future data. A sample of the data received is attached and all files containing data are available in our research folder on the networking drive. Great Falls Montana Tourism was able to use the data to determine market and message for its marketing plan and messaging for owned media.

In FY19, Great Falls Montana Tourism partnered with C.M. Russell Museum for paid placement and content in the print publication, Yellowstone Journal. This was successful as we received 16,437 opt-in email inquiries. The placement provided both of us with a 1/2 page ad and one full page article

about the Russell museum and other activities in Great Falls. The content is leveraged through the publication's newsletter, website, and Facebook channel. Great Falls is also included as a stop on a road trip between Yellowstone and Glacier. Print is always tough to determine return on investment; however, this placement is supported by email inquiries. Great Falls Montana Tourism used the opt-in email inquiries to create lookalike audiences in Facebook. 250,000 printed pieces were distributed, and the three Facebook posts generated 8,343 impressions and 96 clicks.

We have also done Joint Ventures with

- Central Montana on Travel Shows, successful as it reduced costs and provided Great Falls message direct to attendees.
- Great Falls Development Authority for video development, successful as it reduced costs, developed needed assets that market Great Falls that we used for leisure marketing, and they used for workforce recruitment.
- Great Falls International Airport on Canadian Magazine placement, not successful as it generated limited web traffic.
- Western Art Week Shows on paid media placement to promote Western Art Week, successful as it reduced our costs and provided a Great Falls message.
- MOTBD on content media through Interfuse, successful as time-on-site engagement was over 6 minutes.
- MOTBD on content media through Roots Rated, not successful as the engagement was limited and writing wasn't as compelling.

Other Joint Ventures have been done in the past, but the above is a good representation of the types of placements and partners.

Optional: Include attachments here.

Optional: Include attachments here.

Optional: Include attachment here:

Marketing Segment, Method & Budget

Marketing Segment	Marketing Method	Describe your method.	Provide supporting research/statistics.	Describe the quantifiable measurements for success including Regulations requirements.	Estimated budget for method.	Marketing Method Evaluation	Add'l Attchmnt
Consumer	Joint Ventures	<p>Great Falls Montana Tourism will</p> <ul style="list-style-type: none"> • Participate in State of Montana Department of Tourism and Business Development opportunities that offer video or content placements. • Participate in strategically aligned opportunities provided by partners. 	Historic Joint Ventures have allowed Great Falls Montana Tourism to receive full benefit of an effort for 50% of the cost.	Great Falls Montana Tourism will participate in the Sojern and Parent's Magazine Joint Venture offered by Brand MT.	\$5,000.00	<p>Joint Ventures met the objective. The strategy was successful. Great Falls Montana Tourism participated in the Brand MT offered Sojern and Parents Joint Venture.</p> <p>The Sojern placement was display ads, native ads, and video.</p> <p>The display ad generated 672,734 impressions with a click-through rate of 0.18%. This method will be considered in the future.</p> <p>The native ad generated 559,647 impressions and a click-through rate of 0.10%. This method will be considered in the future.</p> <p>The video generated 240,321 impressions and a click-through rate of .21%. This method will be used in the future.</p> <p>The Parents placement was a printed guide distributed as an insert with the Parent's Magazine to subscribers. The distribution of the guide went to 582,000 households. This method will be used in the future.</p>	
Consumer	Travel Guide	Great Falls Montana Tourism will print it's newly designed Travel Guide for distribution through Certified Folder.	<p>The partnership between Certified Folder and Great Falls Montana Tourism has historically required a minimum of 20,000 printed units to meet the distribution needs.</p> <p>According to Institute of Tourism and Recreation research, 12% of Great Falls' overnight guests used brochure information racks during their trip.</p>	Great Falls Montana Tourism will retain one final product on file. We will assess the results of this method by the number of guides distributed and the number of online viewers, then explain whether we will or will not continue using this marketing method and why.	\$4,500.00	<p>The Travel Guide met the objective. The strategy was successful. Great Falls Montana Tourism printed 5,000 units and has 450 remaining. The Travel Guide became available for download from www.VisitGreatFallsMontana.org home page in November 2021 and is linked in every Get to Know Great Falls inquiry email starting in November 2021. The email produced 37 clicks on the Travel Guide, a 0.61% click-through rate. The online views of the Travel Guide from the website were unable to be tracked based on the way the file was uploaded. This method will be used in the future.</p>	
						This method met the objective.	

Consumer	Opportunity Marketing	Great Falls Montana Tourism will evaluate marketing opportunities as they become available or as projects develop throughout the year.	Opportunities present themselves all year long. Great Falls Montana Tourism will use industry and historical research, along with the annual marketing plan to determine what opportunities are worth taking advantage of.	An ad will be placed in Food and Travel and be evaluated based on the distribution of the print publication.	\$1,000.00	The strategy was successful. Great Falls Montana Tourism placed a full page spread ad in Food and Travel that included 2 page editorial. The distribution for Food and Travel was 600,000 units, with 270,000 delivered to subscribers and 330,000 placed on newstands for purchase. Here is the issue our ad appeared in: Food & Travel Winter 2021 by Food and Travel Magazine - Issue. This method will be used in the future.	
						<p>Ad Agency Services met the objective. The strategy was successful. Great Falls Montana Tourism received detailed invoices for hours of services provided. The work performed was on brand, on time, and within guidelines.</p> <p>The agency develops the creative elements for every paid media placement, develops an annual media plan, reconciles invoices from media buys, references insertion orders to ensure deliverables, places the media according to the annual media plan, develops weekly and monthly reports with results of media placement, develops copy for editorial placement, and manages the timeline of the media plan.</p> <p>The specific activities performed by the agency in FY22 are:</p> <ul style="list-style-type: none"> • Meetings and communications regarding objectives and ideas for FY22 Media Plan • Development of Great Falls Montana Tourism's FY22 Media Plan • Presentation of Great Falls Montana Tourism's FY22 Media Plan • Production of multiple sizes of Sojern Display Ads • Production of multiple sizes of Sojern Native Ads • Production of Sojern Video Ad • Communications regarding creative concept and application for Sojern Display Ads, Sojern Native Ads, and Sojern Video Ad for approval • Bi-weekly status report of progress on Sojern Display Ads, Sojern Native Ads, and Sojern Video Ad • Placement of Sojern Display Ads, Sojern Native Ads, and Sojern Video Ad • Monitoring of performance of Sojern Display Ads, Sojern Native Ads, and Sojern Video Ad • Weekly reporting of results of Sojern Display Ads, Sojern Native Ads, and Sojern Video Ad performance • Monthly reporting of results of Sojern Display Ads, Sojern Native Ads, and Sojern Video ad performance • Reconciliation of invoice for Sojern Display Ads, Sojern Native Ads, and Sojern Video ad • Payment of invoice for 	

- Sojern Display Ads, Sojern Native Ads, and Sojern Video ad
- Production of Parents Magazine ad
- Writing copy for Parents Magazine placement
- Communications regarding creative concept and application for Parents Magazine for approval
- Bi-weekly status report of progress on Parents Magazine ad
- Placement of Parents Magazine ad
- Monitoring of performance of Parents Magazine ad
- Weekly reporting of results of Parents Magazine ad performance
- Monthly reporting of results of Parents Magazine ad performance
- Reconciliation of invoice for Parents Magazine ad
- Payment of invoice for Parents Magazine ad
- Production of Food and Travel ad
- Writing copy for Food and Travel placement
- Communications regarding creative concept and application for Food and Travel for approval
- Bi-weekly status report of progress on Food and Travel ad
- Placement of Food and Travel ad
- Monitoring of performance of Food and Travel ad
- Weekly reporting of results of Food and Travel ad performance
- Monthly reporting of results of Food and Travel ad performance
- Reconciliation of invoice for Food and Travel ad
- Payment of invoice for Food and Travel ad
- Production of site conquesting ad
- Researching site listings for site conquesting placement
- Communications regarding contested sites, creative concept and application for site conquesting for approval
- Bi-weekly status report of progress on site conquesting ad
- Placement of site conquesting ad
- Monitoring of performance of site conquesting ad
- Weekly reporting of results of site conquesting ad performance
- Monthly reporting of results of site conquesting ad performance
- Reconciliation of invoice for site conquesting ad
- Payment of invoice for site conquesting ad
- Production of streaming audio ad
- Communications regarding creative concept and application for streaming audio for approval
- Bi-weekly status report of progress on

Consumer	Ad Agency Services	<p>Great Falls Montana Tourism will utilize Banik to provide services that supplement and enhance the abilities of our staff. Banik will research media options, place approved media, provide media performance reports, develop creative assets for paid media, manage projects, create landing pages for paid media, and other services as needed.</p>	<p>In an article by Digital Doughnut.com, title Why an Advertising Agency is Important for Growth, 8 reasons are highlighted. The most important for Great Falls Montana Tourism is the In-House Expertise and Core Competencies.</p> <p>In-House Expertise</p> <p>An advertising agency has in-house expertise with people who are a specialist in different media. They are the experts who have devoted their career to the art of the industry. This group has a treasure of experience in tackling different types of clients and campaigns.</p> <p>Core Competence</p> <p>Advertising agencies are a power-packed team of professional experts who know what they're doing, by trusting them and their actions with our marketing campaigns, we can achieve higher growth rates.</p> <p>https://www.digitaldoughnut.com/articles/2018/march/why-an-advertising-agency-is-important-for-growth</p>	<p>Great Falls Montana Tourism will receive a detailed invoice for hours of services provided and will assess the results of the work performed and explain whether we will or will not continue using this marketing method and why.</p>	\$27,200.00	<ul style="list-style-type: none"> • streaming audio ad • Placement of streaming audio ad • Monitoring of performance of streaming audio ad • Weekly reporting of results of streaming audio ad performance • Monthly reporting of results of streaming audio ad performance • Reconciliation of invoice for streaming audio ad • Payment of invoice for streaming audio ad • Production of digital out of home ad • Communications regarding creative concept and application for digital out of home for approval • Bi-weekly status report of progress on digital out of home ad production and placement • Placement of digital out of home ad • Monitoring of performance of digital out of home ad • Weekly reporting of results of digital out of home ad performance • Monthly reporting of results of digital out of home ad performance • Reconciliation of invoice for digital out of home ad • Payment of invoice for digital out of home ad • Production of streaming video retargeting ad • Communications regarding creative concept and application for streaming video retargeting for approval • Bi-weekly status report of progress on streaming video retargeting ad production and placement • Placement of streaming video retargeting ad • Monitoring of performance of streaming video retargeting ad • Weekly reporting of results of streaming video retargeting ad performance • Monthly reporting of results of streaming video retargeting ad performance • Reconciliation of invoice for streaming video retargeting ad • Payment of invoice for streaming video retargeting ad • Production of various sizes of fall native banner ads • Communications regarding creative concept and application for fall native banner ads for approval • Bi-weekly status report of progress on fall native banner ads ad production and placement • Placement of various sizes of fall native banner ads • Monitoring of performance of fall native banner ads • Weekly reporting of results of fall native banner ad performance
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- Monthly reporting of results of fall native banner ad performance
- Reconciliation of invoice for fall native banner ad
- Payment of invoice for fall native banner ad
- Production of various sizes of summer native banner ads ad
- Communications regarding creative concept and application for summer native banner ads for approval
- Bi-weekly status report of progress on summer native banner ad production and placement
- Placement of various sizes of summer native banner ads
- Monitoring of performance of summer native banner ads
- Weekly reporting of results of summer native banner ad performance
- Monthly reporting of results of summer native banner ad performance
- Reconciliation of invoice for summer native banner ad
- Payment of invoice for summer native banner ad
- Production of email newsletter banner ad
- Communications regarding creative concept and application for email newsletter banner ad for approval
- Bi-weekly status report of progress on email newsletter banner ad production and placement
- Placement of email newsletter banner ad
- Monitoring of performance of email newsletter banner ad
- Weekly reporting of results of email newsletter banner ad performance
- Monthly reporting of results of email newsletter banner ad performance
- Reconciliation of invoice for email newsletter banner ad
- Payment of invoice for email newsletter banner ad
- Production of video lead-in ad
- Communications regarding creative concept and application for video lead-in ad for approval
- Bi-weekly status report of progress on video lead-in ad production and placement
- Placement of video lead-in ad
- Monitoring of performance of video lead-in ad
- Weekly reporting of results of video lead-in ad performance
- Monthly reporting of results of video lead-in ad performance
- Reconciliation of invoice for email newsletter banner ad
- Payment of invoice for email newsletter banner ad
- Production of Facebook

									<ul style="list-style-type: none"> and Instagram ads • Communications regarding creative concept and application for Facebook and Instagram ads for approval • Bi-weekly status report of progress on Facebook and Instagram ads production and placement • Placement of Facebook and Instagram ads • Monitoring of performance of Facebook and Instagram ads • Weekly reporting of results of Facebook and Instagram ads performance • Monthly reporting of results of Facebook and Instagram ads performance • Reconciliation of invoice for Facebook and Instagram ads • Payment of invoice for Facebook and Instagram ads • Production of SnapChat ads • Communications regarding creative concept and application for SnapChat ads for approval • Bi-weekly status report of progress on SnapChat ads production and placement • Placement of SnapChat ads • Monitoring of performance of SnapChat ads • Weekly reporting of results of SnapChat ads performance • Monthly reporting of results of SnapChat ads performance • Reconciliation of invoice for SnapChat ads • Payment of invoice for SnapChat ads <p>This method will be used in the future.</p>
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		<p>Great Falls Montana Tourism will develop a paid media plan that will utilize digital advertising to:</p> <ul style="list-style-type: none"> • Market Great Falls' outdoor recreation and cultural amenities through articles published on digital platforms. • Take advantage of media opportunities that leverage video assets. • Take advantage of media 	<p>According to Forbes, videos are shared 1,200% more than text and links combined. Trends over recent years have shown that well-crafted, compelling video content is among the most powerful online advertising tools. People remember videos for longer and share them more frequently than they do other media.</p> <p>https://www.forbes.com/sites/forbesagencycouncil/2017/02/03/video-marketing-the-future-of-content-marketing/?sh=54d8c03a6b53</p>			<p>Online/Digital Advertising met the objective. The strategy was successful. With lodging tax dollars we used a mix of Site Conquesting, Streaming Audio, Streaming Video with Retargeting, Native Banner Ads, Digital Out of Home Placement, email Newsletter, and Video Lead-Ins.</p> <p>The site conquesting placement was done in February and generated 331,208 impressions with a 06% click through rate. This method will not be used in the future.</p> <p>The Streaming Audio was done in October and generated 100,330 impressions and a view through rate of 90.63%. This method will be used in the future.</p> <p>The Digital Out of Home placement was done September 27-October 3 and generated 183,851 impressions. It also ran again February 14-27 and generated 174,334 impressions. This method will be used in the future.</p>	Great Falls Montana Tourism
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Consumer	Online/Digital Advertising	<p>opportunities that retarget audiences engaging with a first Great Falls message.</p> <ul style="list-style-type: none"> Take advantage of media opportunities that leverage Glacier and Yellowstone National Park trip planners and visitors. <p>Specific historic placement includes:</p> <ul style="list-style-type: none"> ConnectedTV Expedia Programatic Display Connect (formerly Interfuse) Chicago Tribune weather.com 	<p>According to an NYU survey, 59% of families said travel websites (TripAdvisor, Expedia, etc.) were resources they used for information or inspirations for where to go and what to do, 10% said Instagram, 74% said search engines, 51% said travel review websites, 30% said social media, 12% said travel agents, and 8% said blogs.</p> <p>According to Destination Analysts, 58.2% of travelers used any user-generated content to help plan their leisure travel, 32.5% used reviews from hotel, 29.6% used travel reviews of destinations, 30.8% used reviews of restaurants or activities, 13.5% used travel itinerary or blogs, 33.3% used Facebook and 26.3% used group discount websites.</p> <p>https://blog.accessdevelopment.com/tourism-and-travel-statistics-the-ultimate-collection</p> <p>Our historic digital media placement results have been successful. In FY19, our 2 month non-video banner ad campaign generated 6 million impressions with a click through rate of .21%, however, our video banner ads generated 594,000 impressions and 3,482 for a click through rate of .59%.</p>	will evaluate this method's success using click-through rates, number of delivered impressions, and if applicable, view through rate.	\$20,150.00	<p>The Streaming Video and Retargeting effort was done in October. The streaming placement generated 99,654 impressions with an 87.57% view through rate. The retargeting generated 533,835 impressions and a 0.06% click through rate. This method will be used in the future.</p> <p>The Native Banner Ads ran September - October, then again in April to May. The September to October generated 870,929 impressions and a click through rate of .08%. The April-May placement generated 1,016,196 impressions with a .09% click through rate. This method will be used in the future.</p> <p>The email newsletter banner ad was done in November and December and generated 747,278 impressions and a click through rate of .02%. This method will be used in the future.</p> <p>The video lead-in ran from February to April. This generated 396,828 impressions and a 59.90% view through rate. This method will be used in the future.</p>	
Consumer	Social Media	<p>Great Falls Montana Tourism will provide outdoor recreation, cultural amenities, event, and itinerary messaging through paid ads on Facebook, Instagram, Snap Chat and YouTube.</p>	<p>More than one-third of total online time worldwide is spent on social media.</p> <p>https://blog.hootsuite.com/simon-kemp-social-media/</p> <p>YouTube mobile ads receive viewer attention 83% of the time. https://www.ipsos.com/en-us/news-polls/google-ipsos-advertising-attention-research</p> <p>3.48 billion people use social media, up 9% from last year. That means 45% of people on the planet now use social networks.</p> <p>https://blog.hootsuite.com/simon-kemp-social-media/</p> <p>More than 40% of digital consumers use social networks to research new brands or products.</p> <p>https://www.globalwebindex.com/hubs/Downloads/Social-H2-2018-report.pdf</p> <p>The average engagement rate for Facebook video posts is 6.01%.</p> <p>https://wearesocial.com/blog/2018/07/internet-growth-accelerates-but-facebook-ad-engagement-tumbles</p> <p>Great Falls Montana Tourism's historic social media placements have been successful. In FY19, combined Facebook, YouTube, and Snap Chat placements generated 6.4 million impressions with a click through rate of 1.08%, nearly double that of our digital placements.</p>	Great Falls Montana Tourism will evaluate this method's success using click-through rates, number of delivered impressions, and if applicable, view through rate.	\$61,150.00	<p>Social media met the objective. The strategy was successful. The placement consisted of SnapChat, Facebook and Instagram and these placements ran in October, April, and May. Together, these efforts generated 3,886,482 impressions and a .95% click through rate.</p> <p>SnapChat generated 423,875 impressions and a click through rate of 1.39% in October. In April, it generated 917,869 impressions and a click through rate of .78%. In May, SnapChat generated 1,029,223 impressions with a .85% click through rate. Across the campaign, SnapChat generated 2,370,967 impressions and a click through rate of .92%. This method will be used in the future.</p> <p>Facebook generated 455,572 impressions with a .97% click through rate and a 2.56% view through rate in October. In April, 434,350 impressions were generated with a .95% click through rate and a 1.22% view through rate. The May effort resulted in 315,229 impressions with a 1.39% click through rate and a .80% view through rate. The total campaign generated 1,205,151 impressions with a 1.07% click through rate and a 1.62% view through rate. This method will be used in the future.</p> <p>Instagram generated 115,639 impression, a click through rate of .90% and a view through rate of 1.59% in October. April generated 88,108 impressions with a .73% click through rate and 1.45% view through rate. In May, Instagram delivered 106,617 impressions with a .54% click through rate and a 1.22% view through rate. Combined, Instagram generated 310,364 impressions with a</p>	

							.73% click through rate and a 1.43% view through rate. This method will be used in the future.	
Consumer	Print Advertising	<p>Great Falls Montana Tourism will place ads in niche, strategically aligned, print publications. Historic print publications have included:</p> <ul style="list-style-type: none"> Central Montana Travel Planner Yellowstone Journal Oh! Ranger Glacier National Park Guide Outdoors NW 	<p>Great Falls Montana Tourism will use industry and historical research, along with the annual marketing plan to determine what opportunities are worth taking advantage of.</p> <p>By combining print and digital ads, it will make online campaigns 400% more effective. https://topmediadvertising.co.uk/top-print-advertising-statistics/#:~:text=Most%20relevant%20print%20advertising%20statistics%201%20Newspapers%20and,campaigns%20400%20%25%20more%20effective%20More%20Items...%20</p> <p>70% of Americans prefer to read on paper and 67% prefer printed materials over digital. https://b2cprint.com/what-statistics-say-about-printed-advertisements-effectiveness/</p> <p>Our historic print placement with Yellowstone Journal leveraged their social channels, an e-newsletter and generated 16,000 inquiries about Great Falls.</p>	<p>Great Falls Montaan Tourism will measure success of this placement by distribution and digital support of the print placement. We will deliver a copy of ad as part of the evaluation with a narrative on whether we will or will not continue using this marketing method.</p>	\$1,000.00	<p>This method met the objective. The strategy was successful. Great Falls Montana Tourism placed a full page spread ad in Travel Outdoors that included 2 page editorial. There was digital support for this print placement, however, there were issues with the company's follow through and reporting was not provided. Additionally, the vendor revamped their social media and internet platforms and admin management systems after our placement and was unable to provide any results from the effort. The distribution for Travel Outdoors was 964,000. The target for this publication and the editorial with digital play was exactly what we look for in a print placement. The publisher didn't deliver what we need. This provider will not be used in the future. This method will be used in the future.</p>	GFMT-21306_22FoodAndTravelMagazineAd_FIN.pdf	
Marketing Support	Administration	<p>Great Falls Montana Tourism will use staff to manage Lodging Facility Use Tax Funds and administer the paid media plan, coordinate projects with Banik, secure appropriate insurance coverages, review financials, develop quarterly financial reports, maintain budget, ensure adherence to policies, file 990 and annual report, participate in bi-monthly partner meetings, participate in annual audits, attend TAC meetings and governor's conference, develop marketing plan and marketing evaluation reports, pay invoices, and other efforts on behalf of the Convention and Visitors Bureau.</p>	<p>The Convention and Visitors Bureau operations was managed by a volunteer board previously. Under this structure, reports were delayed, meetings were missed, audits were a challenge, and policies not adhered to. Since having paid staff, deadlines are met, budgets managed, meetings attended, and policies followed.</p> <p>Research indicates that having a volunteer manage the daily operations could be seen as a violation of wage and hour laws. https://www.wagehourinsights.com/2015/02/is-your-volunteer-really-an-employee-the-answer-might-surprise-you-part-2/</p>	<p>Great Falls Montana Tourism will measure the success by reporting being completed on time, attendance at required meetings, proper budget management without audit findings, and adhering to the 20% cap of administration.</p>	\$29,000.00	<p>This objective was met. The strategy was successful. Administration funds were used to cover management of the organization, insurance and the development of the 990.</p> <p>The Executive Director participated in Montana Department of Commerce's partner calls, filed quarterly financial reports, submitted documentation for a clean and complete audit, submitted the annual marketing evaluation report by deadline for Montana Department of Commerce staff to review prior to Tourism Advisory Council review, developed an annual marketing plan and budget and submitted through WebGrants in the format required by the system, submitted the organization's 990 by deadline, successfully submitted an annual report to the Secretary of State, managed the budget through the year, managed the paid media placement, and processed accounts payable in a timely manner.</p> <p>This method will be used in the future as it is a needed expense to keep the organization operational.</p>		
Marketing Support	TAC/Governor's Conference meetings	<p>Great Falls Montana Tourism will have staff in attendance during all Tourism Advisory Council Meetings and the Governor's Conference on Tourism.</p>	<p>Great Falls Montana Tourism has historically attended Tourism Advisory Council Meetings and the Governor's Conference on Tourism and found them to provide guidance and relevant information to ensure Great Falls Montana Tourism is doing it's best to grow Tourism.</p>	<p>Success will be measured by attending 100% of the meetings as organizations are expected to have one paid staff or board member at each Council meeting. This representative is to be the individual who works most closely with the Department.</p>	\$1,000.00	<p>This objective was met. The strategy was successful. The Executive Director attended every available TAC Meeting and The Governor's Conference on Tourism and Recreation hosted in Billings. This method will be used in the future.</p>		
					\$150,000.00			

Marketing Method Evaluation Attachments

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget
Consumer	Joint Ventures	\$5,000.00
Consumer	Travel Guide	\$10,866.41
Consumer	Opportunity Marketing	\$1,000.00
Consumer	Ad Agency Services	\$27,200.00
Consumer	Online/Digital Advertising	\$20,150.00
Consumer	Social Media	\$61,150.00
Consumer	Print Advertising	\$1,000.00
		\$126,366.41
Marketing Support	Administration	\$29,000.00
Marketing Support	TAC/Governor's Conference meetings	\$1,000.00
		\$30,000.00
		\$156,366.41

Miscellaneous Attachments

Description	File Name	File Size
Budget to Actual report	Great Falls FY22 evaluation worksheet.xlsx	20 KB
Great Falls Montana Tourism's 2022 Marketing and Operations Plan with budget and research	Reduced Full Draft FY22 Marketing Plan Budget and Attachements.pdf	5.3 MB

Reg/CVB Required Documents

Description	File Name	File Size
Budget Pie Chart by Segment	Budget Pie Chart by Segment.pdf	118 KB
Budget Pie Chart by Method	Budget Pie Chart.pdf	80 KB
Resolution approving 2022 Marketing Plan	DRAFT Great Falls Montana Tourism Board Meeting 4-15-2021 Minutes.pdf	151 KB
Pie Chart of Actual Marketing Segment Expenditures	Great Falls Actual Pie Chart.pdf	97 KB
Applicant's Certificate of Compliance FY22, Please of Understand and Compliance, Application of Lodging Tax Revenue FY22	Required Documents.pdf	1.4 MB

