



**Grant Details**

**80683 - FY20 Region/CVB Marketing Plan**

**86695 - FY20 Gardiner CVB Marketing Plan**

**DOC Office of Tourism**

**Grant Title:** FY20 Gardiner CVB Marketing Plan  
**Grant Number:** 20-51-013  
**Grant Status:** Underway  
**Comments:**  
**Applicant Organization:** Gardiner Chamber of Commerce  
**Grantee Contact:** Terese Petcoff  
**Award Year:** 2019  
**Program Area:** DOC Office of Tourism  
**Amounts:**  
**Contract Dates:** Contract Sent  
**Project Dates:** 06/13/2019  
**Grant Administrator:** Barb Sanem  
**Contract Number:** 20-51-013  
**Award Year:** 2019

07/01/2019  
 Project Start

06/30/2020  
 Project End

Contract Received Contract Executed

**Contract Dates**

Contract Sent Contract Received Contract Executed Contract Legal

**Project Dates** 07/01/2019  
 06/30/2020

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?*

The small hamlet of Gardiner is located in southwest Montana at the North Entrance to Yellowstone National Park. Nestled between the Absaroka-Beartooth and the Gallatin Mountain ranges, Gardiner is surrounded by approximately 10 million acres of public lands. The community enjoys year-round access to the Yellowstone River--the longest free-flowing river in the lower 48 states. Since the early 1880's, Gardiner has served as the original entrance to Yellowstone National Park and is graced by the historic Roosevelt Arch, dedicated by President Theodore Roosevelt in 1903.

Our community's small-town Montana charm, natural splendor, and abundant wildlife make it a unique "home on the range" for our nearly 900 residents. Year-round access to Yellowstone's Northern Range, known as the "Serengeti of North America," sets Gardiner apart from other Yellowstone gateway communities. The community also enjoys a rich history as the original entrance to Yellowstone National Park, which has left a flavor of Old West heritage evidenced by historic buildings and the Roosevelt Arch.

**Strengths:** Our charming small town offers relaxing hospitality while providing full-service amenities. Many Gardiner restaurants offer local and sustainably grown produce and Montana raised beef. Visitors will find a diverse selection of accommodations including modern hotels and inns, rustic cabins, quaint cottages, relaxing B&B's, and vacation rentals. Our all-inclusive guest ranches offer our visitors horseback riding and fishing by day and cowboy cookouts and campfires by night.

Year-round access to Yellowstone National Park and easy access to Forest Service and BLM lands provide visitors with an array of recreation opportunities. These include whitewater rafting, ziplining, cross-country skiing and snowshoeing, photography, wildlife watching, hiking, fishing, and soaking in hot springs.

Gardiner is currently enjoying the successful completion of a \$24-million-dollar infrastructure improvement as part of the nationally recognized Gardiner Gateway Project. The project's completion now provides visitors with vital amenities such as walkways, safer traffic routes, a Gardiner Visitor Information Center with 24-hour public restrooms, and the Roosevelt Stage in Arch Park. The Institute for Tourism and Recreation Research (ITRR) recently released a report showing that visitor perceptions of Gardiner have improved since the infrastructure development, especially in the areas of cleanliness, well-maintained storefronts, and community friendliness.

**Challenges:** Challenges include residential housing shortages, public/private wildlife controversies, and lack of year-round staffing. In the winter and shoulder seasons, the lack of year-round staffing and a much lower visitation rate make it difficult for businesses to remain open—resulting in a shortage of accessible visitor amenities. Gardiner’s remote location also presents issues for visitor access and awareness. When all park roads are open, some visitors may choose to bypass Gardiner on their way to Yellowstone National Park.

**Opportunities:** The largest opportunity for tourism growth in Gardiner is in the winter and shoulder seasons. According to National Park Service gate counts, October through May only contribute to approximately 30% of total North Entrance visitation. The primary goal of our long-term marketing efforts continues to be focused on attracting more visitors during that time through a comprehensive marketing plan.

**Brand Pillars:** Gardiner aligns perfectly with the state’s brand pillars. Located at the heart of the Greater Yellowstone Ecosystem, Gardiner is surrounded by unspoiled nature with beautiful vistas and landscapes home to some of the most abundant and diverse wildlife in America. Gardiner prides itself as the historic gateway to Yellowstone’s natural wonders. Our messaging focuses on the area’s abundant wildlife, authentic and local hospitality, and year-round recreational activities as the only year-round entrance to Yellowstone National Park.

**Describe your destination.**

**The Brand Story:** Follow the beautiful Paradise Valley along the Yellowstone River and you'll come to Gardiner Montana, home to the historic Roosevelt Arch, where elk, bison, bighorn, dozens of other wildlife species roam in and out of Yellowstone National Park. Since 1880, family-owned lodging, restaurants, and shops have been welcoming visitors (and wildlife!) alike.

**Inspiration:** We will continue to inspire potential visitors through a multi-faceted marketing plan that includes print, digital, and video advertisements and engagement. We'll focus on the elements of Gardiner that make it unique and desirable--particularly the abundance of wildlife, small town charm, and historic ties to Yellowstone National Park.

**Orientation:** We'll continue to build out Gardiner-specific website content including blog posts, events, activities, lodging, and winter season opportunities to message Gardiner as a destination unto itself, in addition to a comfortable and authentic base camp to Yellowstone National Park.

**Facilitation:** Our Visitor Information Center and friendly, accommodating business owners will help facilitate visitors to Gardiner, Montana. Trip planning materials, recommendations, and complimentary wifi are available for visitors at the Gardiner Chamber of Commerce Visitor Information Center. Our newly updated, mobile-friendly website as well as our brand new, comprehensive visitor guide will serve as valuable resources for our visitors throughout all phases of the travel decision process.

**Optional: Include attachments here**

Gardiner Montana\_ Visitor Perceptions Image and Spending Before.pdf

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

**Adventurous families:**

Couples and families, ages 45-54

College-educated

United States: especially from California, Texas, Washington

Affluent \$80,000+ per year

Interested in travel

Source: 2018 Profile of the Winter Enthusiast study: Destination Analysts. FY19 VisitGardinerMT.com Google analytics

**Mature Nature-Based Travelers**

Interested in visiting Yellowstone National Park and partaking in activities such as scenic driving, day hiking, wildlife watching and nature photography.

Most often from Washington, California, Idaho, Minnesota and Utah

Affluent \$75,000 + per year

Median age 60

Travel in couples

Source: Gardiner and Yellowstone Country Nonresident Visitors: ITRR interactive data report 2018. FY19 VisitGardinerMT.com Google analytics

*b. What are your emerging markets?*

### International Visitors

Interested in Yellowstone National Park

Most often from Canada, Australia, UK, France, and Germany

Source: 2018 Gardiner Welcome Center survey data. FY19 VisitGardinerMT.com Google analytics

International visitors from western cultures, particularly Canada, the United Kingdom, Australia, Germany, and France appear to be an emerging market for Gardiner, Montana. Data from 2018 Gardiner Visitor Information Center visitor surveys show that Chinese visitors have declined as compared to data from 2016 and 2017. VisitGardinerMT.com Google analytics data from FY19 supports this information; it shows that the majority of international website users were from Canada (1,041 users) followed by the United Kingdom (651 users), Australia (432), and France (377 users).

Although this market has been on our radar thanks to tracking information from the Gardiner Visitor Information Center, the more regular use of Google analytics by Gardiner CVB staff has helped bring this emerging market more to the forefront of our attention. In FY20 we will test this target market through the use of targeted social media posts and continued visitor tracking at the Gardiner VIC.

### Optional: Include attachments here.

*c. What research supports your target marketing?*

2018 visitor survey data from the Gardiner Visitor Information Center shows our visitors are most often from Texas, California, and Minnesota, and spend their time primarily wildlife watching and enjoying Yellowstone National Park. Internationally, Canada continues to rank first followed by the United Kingdom, Australia, Germany, and France. and Germany following for the top five. This is relatively consistent with years; past, although visitors from China have shown a steady decline.

Drawing from information outlined in Destination Analysts research, the Gardiner Visitor Information Center data, ITRR reports, and VisitGardinerMT social media/Google analytics, we believe our target markets can be divided into three categories: Adventurous family travelers, Mature Geotravellers, and International Visitors. Please see the attached document for detailed metrics.

Our five overall goals are:

- Increase overall Gardiner bed tax collections by 2%
- Increase resort tax collections (June-Sept) by 4%
- Increase return visitation to the State particularly during the shoulder and winter seasons
- Increase our digital presence including social media reach/engagement by 25% and website traffic by 50%
- Create a more robust metric reporting system to track marketing and campaign success

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

We would like to continue to participate in Joint Ventures with MTOT as our budget allows. As a smaller organization with limited funding, these opportunities to participate in larger campaigns and content creation are invaluable.

We have found great success in online advertising as a cost effective means of promoting our brand and would like to continue to seek out options for content creation and online advertising campaigns - especially to showcase our new seasonal promotional videos which were completed in FY19.

### Optional: Include attachment here.

FY20 Gardiner Target Markets Supporting Data.pdf

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

We would love to participate in a joint venture with Yellowstone Country and our regional CVBs to bring influencers and/or travel writers to Gardiner in the winter months. We feel that Gardiner offers a highly desirable winter experience with our abundant wildlife and opportunities for cross-country skiing and snow tours in Yellowstone National Park. Due to budget constraints it would be valuable to us to partner with Yellowstone Country or other regional CVBs in order to make this happen in FY20.

We would like to continue the Northern Range Cooperative with Cooke City, Montana. Although our allocated budget and ability to dedicate staff time to this cooperative is limited, we did see an increase in momentum in FY19 in the ways of more regular social media posts and digital advertisements (see commentary on past Joint Ventures below) and would like to continue this momentum in FY20.

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

**Yellowstone Country-TripAdvisor**

For several years now we have participated in the TripAdvisor Pages joint venture offered through Yellowstone Country. TripAdvisor is a key platform for destination marketing and we have found the ability to have a presence on this site and the ability to provide content to be moderately successful. We hope to see improvements in our banner ad and click through rates and impressions in the future and will continue to monitor the metrics of these ads to determine if we want to continue this program in FY20.

**MTOT RootsRated JV-**

In FY18 we took advantage of the match program with Rootsrated to create custom content for our webpage and online platforms. With limited staffing we are not able to create content as frequently as we would like and we have found that blog posts and articles are key drivers to our webpage. Unfortunately we were disappointed in the partnership overall; we provided our own local writers and received very few original photo assets (most were public domain photos available on the Yellowstone NPS Flickr page). It has proven easier and more cost effective to hire local writers directly to produce blog content.

**Northern Range Promotional Cooperative-**

An official partnership between the Gardiner and Cooke City/Silvergate/Colter Pass Chambers of Commerce. Initial funding sources included monetary funding and in-kind staff/board hours from both Chambers, grant funding from Yellowstone Country, The E-Marketing grant and a Montana Film Office grant. We had much initial success with this partnership in the creation of a logo, rack cards, and a Yellowstone Northern Range video. Although growth has been slow in FY19, we did see an increase in social media check-ins and followers, and we also joined forces with Cooke City to place a full-page ad and custom content piece in the new winter Yellowstone/Grand Teton online edition through National Parks Trip Planner. Results of this effort are still pending.

**Gardiner Gateway Project-**

Another co-op that has been hugely successful has been the Gardiner Gateway Project. In 2011, when the Park Service published its final North Entrance /Park Street Improvement Plan, the Gardiner Chamber of Commerce and the Greater Gardiner Community Council approached the Park Service with regards to the work that would be done. This Project was designed to work across jurisdictional boundaries to restore and enhance the original and only year-round entrance to the world's first national park. The project provided visitors and residents with vital amenities such as ADA compliant walkways, solutions for traffic congestion, a welcome center including public restrooms, an amphitheater at Arch Park and reconstruction of the historic depot. A 2018 follow-up study from ITRR shows that visitor perception of Gardiner as a destination has improved since the project reached completion.

Optional: Include attachments here.

Gardiner Resort Taxes 2014 - 2019.PNG

Optional: Include attachments here.

Optional: Include attachment here:

**Marketing Segment, Method & Budget**

Marketing Segment	Marketing Method	Describe your method.	Provide supporting research/statistics.	How do you plan to measure success?	Provide a brief rationale for this method.	Estimated budget for method.	Marketing Method Evaluation	Add'l Attchmnt
Consumer	Photo/Video Library	We will create a desired list of shots that focus on the images we feel are missing in our arsenal (cozy winter lodging, food/dining, and community events/culture) and put out a request to local photographers for high resolution photos for which we will own exclusive rights. These photos will then be available for use on the website, print advertising campaigns, social media advertising campaigns, online advertising campaigns and promotional	<p>Because people respond positively to visual content, simply adding a relevant photo to your print, online and social media campaigns can grab someone's attention. Brilliant images can increase engagement and traffic. Research has shown that including images and video in marketing is important for some of the following reasons</p> <ul style="list-style-type: none"> <li>• When people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retained 5% of the information three days later.</li> <li>• Using the word "video" in an email subject line boosts open rates by 19% and click through rates by 65% Eyetracking studies show internet readers pay close attention to information carrying images. In fact, when the images are relevant, readers spend more time looking at the images than they do reading text on the page.</li> <li>• Facebook posts with images see 2.3X more engagement than those without images.</li> <li>• Organic Facebook engagement is highest on posts with videos (13.9%) and photos (13.7%).</li> </ul>	Success of this method would be determined by the ownership of 10-15 high resolution photos for use in advertising campaigns for the next several years.	While we were able to significantly build out our photo library in FY19, we still feel we are missing some key images including cozy winter lodging images, food and dining images, and community events/culture. We're requesting funding again this year to fill those needs and to have funds on hand to give us the flexibility to purchase a photo for our next visitor guide cover. We are also exploring additional shorter videos that feature our shoulder and winter seasons.	\$1,000.00		

		products.							
Consumer	Joint Ventures	<p>In the coming year Gardiner plans to leverage partnerships with the State, Yellowstone Country, and regional partners.</p> <p><b>Yellowstone Country</b></p> <p>We would like to continue to partner with Yellowstone Country on the TripAdvisor program as well as have the ability to participate in fam tours, print and digital marketing opportunities.</p> <p><b>Regional Partners</b></p> <p>We would like to continue to pursue our partnership with Cooke City to promote year round travel in the Northern Range. We are also pursuing options to partner with local organizations on different marketing campaigns for the shoulder and winter season.</p>	<p>We have found that by partnering with organizations in our region, county and state the benefits are exponential, including but not limited to an elevated print and online presence. Our participation in these programs have helped us to make the most of our small operating budget and limited staff time and promote awareness of Gardiner as a year round destination.</p>	<p><b>Yellowstone Country</b></p> <p>We will continue to gauge our impressions and engagement on TripAdvisor. If we are able to partner with YC on a fam tour, success will be measured by deliverables such as earned media, social media posts, and photos of Gardiner.</p> <p><b>Regional Partners</b></p> <p>Success here would be measured in greater awareness of Gardiner as a year round destination and of the Northern Range as a year round access point to Yellowstone.</p>	<p>We have a small operating budget and partnering with other tourism organizations allows us the ability to enter bigger markets and leverage a team of experts that would otherwise be unavailable to us.</p>	\$7,000.00			
Consumer	Travel Guide	<p>Visitors interested in visiting the Gardiner area can request, either online or on the phone, a comprehensive travel guide with a full business directory and information on traveling to the area at different times of the year. Easy access to a quality piece full of information</p>	<p>According to national travel statistics 79% of requests are online or downloaded. Once the visitors guide is in their hands, 70% actually travel to the destination. Once they are on the ground 80% use is at a planning resource and 71% extend their stays as a result of the visitors guide.</p> <p><a href="https://independenttravelcats.com/travel-research-are-travel-guidebooks-still-useful-in-the-digital-age/">https://independenttravelcats.com/travel-research-are-travel-guidebooks-still-useful-in-the-digital-age/</a></p>	<p>We will measure the success of this method by comparing VIC top ten visitor counts to travel planner mailer statistics by origin of request as well as by tracking increased requests for travel planners and reporting on the</p>	<p>Placing a comprehensive travel planner and experience guide in the hands of visitors both before and during their stay will increase awareness of Gardiner as a year-round destination.</p>	\$3,500.00			

		will help the potential visitor make their destination decision as well as extending their stay.		number of guides downloaded from VisitGardinerMT.com				
Consumer	Website/Internet Development/Updates	In FY20 we will focus on better showcasing our promotional videos on our website, adding a user-friendly page to request our visitor guides, and adding an opt-in contact form to begin collecting email address for our quarterly visitor e-newsletter.	The majority of travellers are now using the internet to plan, book, and research their vacations. Having a well-rounded web presence is essential to marketing a destination.  <a href="https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1592&amp;context=ttra">https://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1592&amp;context=ttra</a> <a href="http://www.adweek.com/socialtimes/online-travel-industry/467349">http://www.adweek.com/socialtimes/online-travel-industry/467349</a> <a href="https://www.statista.com/statistics/185454/technology-used-to-plan-leisure-travel-in-the-us-2011/">https://www.statista.com/statistics/185454/technology-used-to-plan-leisure-travel-in-the-us-2011/</a> The VisitGardinerMT website is up 69% compared to FY18. See attached analytics from FY19.	Success will be measured by increased web clicks on our promotional videos, an email list of at least 200 useable email addresses or more, and at least 200 or more travel guide downloads.  We will also measure overall success of our website using Google analytics to see increased traffic to the website and longer time spent on each page.	Our website is the most comprehensive information source for travellers looking to come to the Gardiner area. For many it is the first point of contact we have in sharing our destination and what experiences and amenities our area has to offer.	\$3,000.00		google analytics yearly report visitgardinermt_FY19.pdf
Consumer	Social Media	In FY18, Gardiner's Facebook following increased by over 200%, followed by a 30% growth in FY19. To continue to increase our audience reach and brand exposure we will use targeted social media boosts and paid likes ads on a variety of social media content including beautiful photos, blog post links, videos, and community events that align with the Gardiner brand story. In addition we will work with local writers to create content for our VisitGardinerMT blog to assist visitors with travel planning, inspire future trips, and increase time spent on our website.	At the start of 2018 the number of social media users worldwide was 3.196 billion, a 13% increase. Social media continues to grow as a tool for consumers to educate themselves about travel options, share information with other travelers, and purchase lodging and tours. Social media allows our organization to represent the story of our community and illustrate the experience visitors will have while simultaneously leveraging the power of recommendation – friends seeing other friend's posts and being persuaded to visit our area.  <a href="https://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-media-marketing/#1fb43619f80">https://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-media-marketing/#1fb43619f80</a> <a href="https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/">https://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/</a> <a href="https://www.statista.com/statistics/185454/technology-used-to-plan-leisure-travel-in-the-us-2011/">https://www.statista.com/statistics/185454/technology-used-to-plan-leisure-travel-in-the-us-2011/</a> Also see attached analytics from 2018-2019.	We will track the success of paid boosts, likes, and ads in terms of reach and engagement over the next year using Facebook and Instagram analytics. The metrics for likes, reach, engagement, demographics, etc. will be reported on quarterly followed by a plan to adjust our strategy in response to the outcome of these metrics.	We have already experienced significant success growing our social media presence which leads us to believe there is an untapped potential to reach a larger and more diverse audience via social media. We have found that this method of marketing allows us the ability to leverage our unique location and the experience of others have while visiting our community to tell the story to potential travelers. Recent findings have concluded that a barrier to Montana tourism includes a lack of awareness of the destination in general, and social media is a proven successful way to foster awareness of our Yellowstone gateway community and Montana tourism destination. In recent years, social media has become a pay-to-play environment for business pages, and we believe our presence on social media will increase dramatically if we're willing to play.	\$7,000.00		social media yearly report visitgardinermt_2019.pdf
		We plan to use traditional printed materials in combination						

Consumer	Printed Material	with digital marketing to best reach our audience. We have found that printed materials are good for brand recognition and support for our other marketing campaigns, especially those for events. Printed materials could include but are not limited to rack cards, posters, flyers, stickers, postcards, mailers, and window clings.	ROI on print materials is difficult to track but is an essential part of a comprehensive marketing plan, as well as maintaining a professional and relevant appearance in the industry.	We will monitor the number of printed materials, including but not limited to stickers, brochures, postcards, and flyers, that visitors and other visitor centers request from us. Our goal will be to distribute at least 75% of the printed materials throughout the fiscal year before we need to do a reprint.	Our primary goal is to promote Gardiner as a year-round destination. Summer visitors act as ambassadors for our community. We want to take advantage of educating summer visitors on experiences they could have if they return in the winter or shoulder seasons as well as have them leave with information to pass along to their network on traveling in the Gardiner area.  Gardiner enjoys strong partnerships with the network of Montana and Wyoming CVBs, by providing printed materials to our partners we can leverage these partnerships to spread the message of our brand.	\$1,000.00		
Consumer	Print Advertising	We want to combine traditional advertising materials with digital advertising to create a comprehensive marketing plan. We will seek to find magazine and newspaper advertising opportunities that have a digital component to promote shoulder and winter seasons and special events in the area during shoulder and winter season.	While ROI is hard to measure on print advertising it is an essential component of a multi-media marketing campaign.	The success of this method would be measured in increased visitation in the winter and shoulder seasons as well as greater attendance at our shoulder season events.	Our goal is to reach potential visitors with information on all fronts on how they can enjoy Gardiner in the shoulder and winter season. In FY20 we would like to earmark funds for traditional marketing to be sure to reach all demographics.	\$1,000.00		
		With the help of our web agency TDG, in FY20 we will focus on a brand awareness campaign designed to reach likely travelers to the Yellowstone region in the fall and winter of 2019. The campaign will utilize the Google ads network to serve our target audience a series of responsive display ads that focus on Gardiner's abundant wildlife and year-round access to	1. As of March 2019, a study by the World Internet Users Statistics found that 56.3% of the world's population is online, an increase in 1,104% in the last 10 years. 89% of North America's population is	Success of these efforts will be	Having spent the last several years creating a mobile-friendly website, filming promotional videos, increasing our photo library, and			

Consumer	Online/Digital Advertising	<p>Yellowstone. Both campaigns will use a combination of advertising tactics including remarketing to individuals who are compelled to visit the VisitGardinerMT website.</p> <p>In addition, we will use a portion of these funds to bring in Google partners with Truly 360 who will update Gardiner's Google Streetview, which is currently outdated and does not reflect the results of our recent infrastructure upgrade through the Gardiner Gateway Project.</p>	<p>online. <a href="https://www.internetworldstats.com/stats.htm">https://www.internetworldstats.com/stats.htm</a></p> <p>2. In 2018, the #1 method nonresident visitors to Montana used to plan their trips was through an online search. (2018 ITRR Interactive Data Report). <a href="http://itr.umd.edu/">http://itr.umd.edu/</a></p> <p>3. Over 70% of U.S. travelers agree that they "always" use their smartphones when traveling, up from 41% in 2015. Travelers most frequently use their mobile devices to research activities or attractions, to locate shopping areas and restaurants, or to look up directions. (Google Consumer Insights, 2018)</p>	measured by impressions served, clicks recorded, and an increase in VIC traffic and North Entrance gate traffic in the fall and winter.	significantly growing our digital audience, we will turn our primary focus to increasing digital advertising campaigns. With the majority of American consumers using the Internet and with the rise in mobile phone use, a strong digital campaign strategy has become a critical component of any well-rounded marketing campaign.	\$4,250.00		Gardiner Online Ads Proposal 041819.pdf
Consumer	Electronic Adv - Newsletter, E-blast	<p>Using leads generated in FY19 and new leads from VisitGardinerMT, we will send out a quarterly newsletter that will include original blog posts, trip planning advice, listicles, photos, and upcoming events. This will be sent from our marketing platform MailChimp - funds will primarily be used to cover our subscription service to this program.</p>	<p>1. According to ExactTarget's "Mobile Behavior report" (2014), 91% of consumers check their email at least once per day on their smartphone, making it the most used functionality.</p> <p>2. For every \$1 spent, \$44.25 is the average return on email marketing investment. (<i>Experian</i>)</p> <p>3. "Most email marketing services today, like Constant Contact or MailChimp, base the cost of a subscription on the number of people you have in your contact list. While this price will vary for everyone, it is normally much cheaper than other forms of advertising." (AddisonClarkOnline.com)</p>	Success will be measured by the size of our email subscribe list, open rates and click-through rates while staying within our budget parameters.	In FY18 - FY19 we spent time building our online audience and producing relevant online content to assist visitors with their trip planning process. We also secured a collection of email leads from a digital advertisement through National Parks Media. We would like to utilize this content and these leads to pilot a quarterly travel newsletter for potential Gardiner visitors.	\$375.00		
Marketing Support	Administration	<p>We are a small but growing Chamber of Commerce/CVB with limited funding. Administrative Funding will support the salary of the Executive Director and Office Manager while they work on CVB related items. For FY20 we will continue to subscribe to Adobe InDesign and Adobe</p>	Administration costs are a necessary line item in the budget.	Maintain costs within the budget.	Administration costs are a necessary line item in the budget.	\$9,403.00		

		Acrobat to be able to create original content for both online and print advertising platforms. These funds will also be used to pay for items such as legal notices for RFPs, and bank account and checking fees.						
Marketing Support	Opportunity Marketing	This year we would like to have money on reserve for emerging opportunities. In order for the Gardiner CVB to be competitive in today's market we need to be prepared for projects that can arise after the budgeting session has concluded. We would be open to print media, social media boosting, online digital advertising, SEO optimization, co-op or joint efforts.	Being prepared for future endeavors that we are not currently aware of is forward thinking and alleviates being stuck in a rut doing the same projects every year. Keeping marketing fresh has significant positive impacts on success.	Measurements of success will depend upon the opportunity we pursue and will be evaluated on an individual basis.	Previous years have indicated that when new opportunities arise we cannot participate because we have not budgeted for them. We would like to be able to take advantage of new methods and opportunities as they arise.	\$1,237.00		
Marketing Support	Fulfillment/Telemarketing/Call Center	In FY19 we spent a significant portion of our budget and staff time on producing an industry-standard, comprehensive visitor guide to assist visitors in planning their trip to Gardiner. In FY20 we will focus efforts on creating a disbursement strategy to include drop shipping guides to regional visitor centers, mailing them upon request, keeping them well-stocked in the Gardiner Visitor Center and local businesses, and dropping them off in-person at regional visitor centers when convenient.  In addition,	<ol style="list-style-type: none"> <li>1. Out of home advertising is an effective reach medium.</li> <li>2. When used in combination with other media, out of home not only extends the reach but also reinforces an advertising message.</li> </ol> <p>See Outdoor Advertising Association of America. <a href="https://oaaa.org/Portals/0/pdf/research/Nielsen%20AAA%20OH%20Advertising%20Study%202016%20FINAL.pdf">https://oaaa.org/Portals/0/pdf/research/Nielsen%20AAA%20OH%20Advertising%20Study%202016%20FINAL.pdf</a></p>	Success will be measured by demand for replenishment as well as ensuring the majority of the budget is utilized. This will be measured using a spreadsheet that will track number of copies distributed and to which locations.	Out of home advertising is focused on marketing to consumers when they are "on the go" in public places. At the Gardiner Visitor Center we carry a large amount of printed material from across the state and surrounding areas. We do not carry rack cards that specifically compete with our local businesses, rather rack cards that promote a place, tourism area, museum or activity that cannot be found here; along with state and city guidebooks. The feedback we receive from travelers is very positive and appreciative and these materials move quickly. We have now created our own rack card and visitor guide that we would like to display in Chambers/CVBs that we help promote.	\$4,500.00		

		funds in this category will be used to continue to stock our visitor center with partner materials that are relevant to our visitors.						
Marketing Support	TAC/Governor's Conference meetings	The Executive Director and Office Manager will attend the TAC meetings as well as the Governor's Conference (along with a CVB committee member when feasible) to present marketing plans and/or stay abreast of the current trends and updates.	Attendance at the TAC meetings and Governor's Conference are required.	Traveling expenses remain within budget.	It is necessary for us to have funds budgeted in this area so that the Director and Marketing Manager can attend the meetings required to fulfill the parameters of the grant.	\$1,500.00		
Marketing Support	Cooperative Marketing	We would like to continue to pursue our partnership with Cooke City to promote year round travel in the Yellowstone Northern Range. We are also pursuing options to partner with local nonprofits on different marketing campaigns for the shoulder and winter season.	We have seen success in our joint marketing efforts with the promotion of the Yellowstone Northern Range. The Yellowstone Northern Range video reached 79,000 people in its first posting and continues to be a marketing asset for both our communities. We have found that these cooperative marketing efforts allow us to reach a larger audience and tell a more complete story of what visitors to our area can expect to experience when they come to our communities.	We will continue to monitor website traffic, social media engagement, Northern Range video engagement, and the success of any print or digital advertising efforts for the North Range coop.	We have a small operating budget and partnering with other tourism agents allows us the ability to enter bigger markets and leverage a team of experts that would otherwise be unavailable to us. Our collaboration with Cooke City gives us the ability to focus on year round promotion and a comprehensive visitor experience to our area. We have created a website, <a href="http://www.yellowstonenorthernrange.com">www.yellowstonenorthernrange.com</a> , a video, and are now operating social media pages. This cooperative allows us to upkeep our website as well as create print advertising for the region.	\$750.00		
Publicity	Fam Trips	We will seek out an individual or organization that aligns with our brand story to visit Gardiner during the fall, winter, or spring. We will create a detailed and organized itinerary for the individual or organization and ask for deliverables including but not limited to original photography, social media posts, blog post, or print piece. We would welcome partnering with a local business, region, or CVB to help stretch our limited budget for this segment.	<p>According to national travel statistics:</p> <ol style="list-style-type: none"> <li>57% of travelers feel that brands should tailor their information based on personal preferences or past behaviors. (Google/Phocuswright, 2017)</li> <li>"There's nothing like first-hand experience. Buyers depart with authentic product knowledge which allows them to be ambassadors for the destination to their corporate and association colleagues." - "Fams: Are they Worth it?" <a href="https://aboutdgi.com/2012/10/fams-are-they-worth-it/">https://aboutdgi.com/2012/10/fams-are-they-worth-it/</a></li> <li>Well organized FAM Tours can reach the <b>highest ROI</b> of all marketing platforms demonstrating yielding anywhere from 20% - 50% instant increases in sales. "Fam Tours" <a href="http://www.student-market.com/services/business-solutions/fam-tours">http://www.student-market.com/services/business-solutions/fam-tours</a></li> </ol>	We will include a summary that includes the breakout of hours worked on publicity tasks related to the Fam Trip. We will also evaluate whether or not deliverables were met and whether or not each deliverable was successful in terms of reach, engagement, increase in photo library assets, etc.	We would like to continue to inspire visitors to travel to the Gardiner area in the winter and shoulder seasons and feel that bringing an outside entity with a large online audience will help us with this goal. When potential visitors are exposed to a hands-on experience reported on by a fam tour, they can visualize themselves having the experience themselves and therefore may be more inspired to choose Gardiner as their next destination.  We would also like to have funds on hand to support Fam Trips sponsored by Yellowstone Country to our area such as meals, lodging, and activities.	\$1,500.00		



### ***Reg/CVB Required Documents***

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<b>Description</b>	<b>File Name</b>	<b>File Size</b>
FY20 Compliance Documents	FY20_ComplianceDocuments_GardinerCVB(1).pdf	1.1 MB

