



Grant Details

80683 - FY20 Region/CVB Marketing Plan

86707 - FY20 Livingston CVB Marketing Plan

DOC Office of Tourism

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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?

Introduction

Livingston Montana, your "Year-Round Destination", come let us show you the perfect place to breathe deep.

Surrounded by four wild and beautiful mountain ranges that offer an abundance of outdoor activities, anytime of the year. Whether its fly-fishing on the Yellowstone, downhill or cross-country skiing, taking a wild outfitting trip on horseback, river rafting on a famous river or a hike in the most breathtaking, wild and natural place on earth, we have it all here in our diverse, friendly little train town.

Livingston is an historic community that sits at the northern boundary to Yellowstone National Park. It has long been the "Original Gateway City to Yellowstone National Park," but we have been evolving & enhancing our community since 1883 and have more to offer than you have time for.

For a relaxing day, visit our historic museums, wander through our many art galleries or sit along the river with a great cup of local coffee and take in the view. You can try playing Golf on the edge of the mighty Yellowstone River or just walk through the late 1800's history in our downtown historic district. We have great shops, art galleries and a very diverse local restaurant scene from casual to fine dining or grab an award-winning beer from our downtown breweries.

Our night life is a mix of local and big-name entertainment at the pubs, breweries and many event venues, a live show in one of our two historic live theatres, camp under the star filled sky or simply relax in our many comfortable beds and let the occasional train whistle lull you to sleep.

Strengths

Livingston is one hour or 52 miles north of Yellowstone, the first National Park, with the most beautiful highway as your path. Once you start to make your way into the Paradise Valley you will be grabbing for your closest camera.

Not only is Livingston the gateway to the northern entrance, it is also the intersection of Hwy 89 and Interstate 90. This crossroads as we call it, makes the perfect jumping off point to travel to all parts of Montana after you get to know Livingston. We have everything a destination needs for the Montana experience, not a touristy place just a downhome town that non-resident travelers like to come to for relaxation and enjoyment, both day and night all year round. Any season sun, snow, rain and wind, we might have what you need.

Opportunities

Livingston is truly a year-round destination and, in the past, however, marketing for winter activities is something we are focused on. We have a 20 min drive to ski Bridger Bowl and cross-country skiing areas all around Livingston and Park county. Best Elk hunting in the state and some of the best blue-ribbon fly fishing you will ever experience on the Yellowstone River, but we have also the best inside activities for the warmer things to do in winter.

Livingston is home to the largest population of writers and authors in the state. I think it has to do with the peace and quiet and inspiration our community provides. But with all these winter activities, we have never really taken the action to show how we can now be a year-round destination with many great ways to unwind whether winter or summer.

We will focus on year-round activities to do with your family from Hot Springs soaking to our terrific hunting and winter outfitting trips or cross-country skiing around town or seasonal ice skating on the pond. But mostly Livingston is never asleep in the winter months with all the music venues and this needs to be expanded on. The millennial traveler is the key as stated by the Destination Analysisist winter plan and ITRR travel trends findings.

Livingston is competing with other towns across Montana and the Rocky Mountain west ranges to not only attract winter tourism but also new residents and potential investors who are willing to advocate economic development and new life in our community. We have great downtown locations and beautiful lands surrounding our town that are waiting for development opportunities. We are also a perfect central location in Montana for conventions, meetings and events being as we are located between two of the largest airports in the state and at the intersecting point of Interstate 90 and US Highway 89.

Potential Challenges

The location of Livingston does have its challenges. We have an interstate running through the south end of our town with inadequate signage to lead to downtown Livingston. We have three exits with improper signage at exits 330, 333, and 337, we are going to be working within the city approval process and MDOT to get new wayfinding signage, but this is not a quick process. However, we are on the right track.

We are currently using exit banners during event days, and it has proven to work so far. However, we need a better way of tracking the success of drawing attendees. We are off to a great start addressing our challenges and will improve with each annual plan.

We also need a larger hotel/conference center for attracting larger events. The placement we have for meetings can top 1500 participants, however, we only have 324 rooms per night in the city limits with a 145 more that surround our community, and this causes us to market to a smaller audience.

Our events like the gun shows and car shows to the reigning and barrel racing events cause a different kind of non-resident travel, but its one that brings them back to our town when they are not so busy to just relax and enjoy. Our repeat traveler is a huge success and we have seen more booking the repeated stays in our local vacation rentals than ever before. This vacation rental stay is of course a growing trend in Park county, but we are trying to encourage more stays in our hotels and motels. We have a new hotel starting to be built and couldn't be happier as a few of our hotels are out dated and it reflects with our traveler base and the comments.

Describe your destination.

Livingston's *Inspiration* has come from our travelers, consumers and businesses that find the desire for a "real" experience, Livingston Montana is as authentic as it gets. We are focused on our local outfitters and businesses that want to showcase and offer what our nonresident travelers are desiring. Whether you are a vacationer, a developer, an entrepreneur, an artist or simply need a weekend getaway to refresh your soul, Livingston has something for everyone, year-round and we are going to showcase that with media of many forms. We want the audience to see with the visual experience via photos or articles and even videos, by

banking more than what we currently have. A new website is a key and a major goal this season. The analytics from the State of Montana Office of Tourism and its partners had been a very valuable tool with Visa Vue as well being very helpful.

Between Yellowstone National Park at our doorstep and our mountains beautiful and magnificent, Livingston and the surrounding areas are full of excitement and worthy moments throughout every day of the year. Travelers always go home remembering their trips to this part of the nation and landscape. The Montana Office of Tourism does a fantastic job on the marketing in the United States that gets the travelers here or at least excited about what they could do in Montana, and we get to dial them in to our individual towns and experiences.

Our *Orientation* focus will always be in the direction of marketing to the family groups, millennial travelers, Yellowstone Park sightseers and the geo-traveler with the desire to visit and be a part of remote landscapes of beauty like we have here at home. The Millennial travelers are everything tech and want the great restaurants and shopping as well as night excitement, so we will focus on showing pictorials of the items they are attracted to. From the world traveler to the coffee shop dreamer, we will show them the experience they are looking to have. We will be marketing to the family style travel though marketing company's like Better Homes both print and online, we all know with validation from destination analysis that ladies and moms are doing more trip planning.

We have the perfect location for day trippers that are visiting the park for the day or stopping for a visit on the way home. We often hear story's that they wished they knew about Livingston before as they love it and would have spent more time here but will come back to visit again. We also get a large one- and two-day audience during hunting season when they fly in and get supplies before heading to camps or when they are done and come to play and relax before heading home after being in the mountains.

With the location of our community between two airports and on the crossroads of Hwy89 and interstate 90 we see road tripping families and individuals from Canada to Texas and more normally travelers from Washington to the Dakotas. Our plans this season will focus on our top 5 states and continue this travel route as its important to not discount what is currently working as a stable income to our community. We also will improve our opportunities with the film office by working with our city and county officials to keep our community historic and offer the western culture we are so proud of.

The *Facilitation* tools this season will be our own local area visitor's guide, the Discover Livingston brochure that is mailed out to all the Montana Chambers as well as the surrounding states (it is also in both the Billings Airport and the Bozeman Airport), our banners at the Billings Airport.

The new Discover Livingston website is a needed direction to assist with our promotion as we currently are seeing analytics remain stagnate due to our poor visual opportunity and space to improve. We currently use our promo short videos which are being viewed across the nation with an occasional international opportunity that is doing very well but these too will improve with a new website opportunity. We have all of the above tools being used in an online vacation package and we will continue with this product. Last year one of our online vacation request products, had us send out over 22538 online vacation packages.

At the visitors center we help lost travelers, the planners and the passerby's as well as our locals with all the events and pieces to the puzzle that we are a part of. We encourage these travelers to stay and visit, to relax, and to experience Livingston, even if just for one day as we know they will come back. We answer questions every day about what is it like here - is it cold? is it windy here? do you see wild animals on the way to Yellowstone?

We have had our second year with an International Fam Tour and its success has improved our idea to pursue opportunity into the world market. We are hoping that they are our voice when they go back to the country of origin and talk about our wonderful community.

We are also trying a billboard for the first time and we hope to have travelers come all the way into Livingston instead of hoping on interstate 90. We are using the big green Get Lost logo and it should really stand out to drivers as they pass by.

Optional: Include attachments here

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

Geographic.

We have many analytic factors to help with our very different marketing area. Google shows us who is going to our website and asking for information. Whether lodging or calendar or events to plan a trip around or outfitting opportunities to enhance your trip our website is one helpful tool. We also use a check-in log for walk in visitors and feedback from our hoteliers.

Currently Google said last year the top 5 visiting locations in Livingston as of the 2018 visitor logs show are #1 Montana travelers also, #2 Utah #3 Texas #4 California #5 Colorado/ Washington with Tennessee as emerging. Yellowstone National Park has drawn visits from travelers all around the world and we capture those here in Livingston as a gateway city. The logs show visits from 46 states and many foreign countries, most notably Canada, France, Brazil, Philippines, Italy, India, United Kingdom and emerging South Korea.

We found out a couple years ago the #1 way our International Livingston travelers are getting here is they fly in to Canada or north of the border lands and rent cars or RV's or meet US partners as it is less expensive. We do see a lot of travel from the north come straight down Hwy 89.

With the knowledge we acquire from our analytics and the knowledge from the State of Montana/ ITRR reports we are able to look at the locations we should direct our funds for placement of marketing dollars to get the best returns. This is an ever-evolving information pool and we will continue to do the best of our ability always.

Demographic.

The demographics of the travelers today in Livingston are different as to many communities around the state and we think it is the location to the north entrance being year-round and more accessible in all seasons. We are seeing more families, full families with all generations in one group in Summer. We see Millennials in summer and winter, Gen-x in spring but not by the groups and Fall we see Boomers October to December. Livingston has mild winters and we are seeing a steady seasonal change with the groups per season stay steady. Also, we are seeing a large rise in the female traveler both with friends and kids. Its funny as we often need to inform our guests going camping to be extra vigilant with the newborns and the use of soft sided tents in bear country. Our spring to fall fishing has now expanded into winter fishing but 90% male and more educated and a high earner income.

Since the last year, we are seeing an increase in winter travelers coming to B&Bs, VRBO's and guest homes year-round and enjoying our snow and winter activities. Also, the new and highly sought-after market of RV rentals is also giving us a expanded travel season through the North entrance. We now have an increase in winter travelers for hunting and winter experiences. Our focus on our community need for winter travel has given us a whole new direction with combination of opportunities with Bridger Bowl this season and we are looking forward for next years expanded idea's but is proving to be a costly endeavor. Our hotels are seeing less on room occupancy as our county and city have an extreme amount of vacation homes and seasonal rentals.

Psychographic.

Our travelers have changed and delving into the complete traveler and the desires is proving a challenge in todays market of attracting visitors both in state and countrywide to towns in Montana. Here in Livingston our traveler wants the money they work so hard for to be spent on the thing that makes them feel alive. It's the experience of a great hotel or lodge or inn. It's the outdoor hike with a llama or a mule pack string taking them to the top of a mountain. It's a river rafting trip that is not just casual but one that is rafting whitewater and lunch with local beer and great meal at the end. It's a trip into Yellowstone with wolves and bears at the tip of the camera phone with perfect poses. Its an experience that they are very happy to pay for, so, how do we market to that. Brand pillars with a punch, it's a picture that they can place themselves in, it's a trip for one's soul that will change their life. Wow, this season will be a challenge, but Livingston is up to the challenge and not much money, however, if you look at the community and its surrounding county both Gardiner and Livingston Convention and Visitor Bureaus are changing the life and land we market.

b. What are your emerging markets?

We have seen many great videos made of ranges and large cities, but promotion through television is costly. However, we have made many short video's that would work with online marketing as a promo. We also are starting to use it at events and social media like crazy. When we first made the commercial, we had no idea the possibilities that were out there. We are reaching every state in the Nation with utilizing online marketing platforms, trip planning sites and jumping off points. The biggest reach so far is social media marketing platforms. One of them is Facebook and we pay for extra reach on it as well as we have found in the demographic group of more mature travelers the desktop is still our #1 platform used to find Livingston. This social media boosting direction is well worth the money as the new traveler is the tech savvy market and they are spending more. This potential visitor for Montana is very different in Park county and Livingston compared to the Western side of the state and Eastern side so we must work hard to choose how to best spend the small amount of funds available to our community.

Beefing up our online presence with pictures and online verbiage that excites is a goal, however, we have a very big need to have print media in our community. Our camping visitors and hotel stays in Livingston and Yellowstone have no tv option, so they love the magazines to show what to do in the area and we are always blowing through library's full in our visitor's center. Outdoor recreation is our #1 market and is always strong but finding the new way to market arts, music venues and all the local opportunity's like our parade and our equine events is opportunity's that are being missed until we figure out how to find the avenue.

We are hoping to find the perfect market for winter travel as the misconception that Livingston has terrible winters is a myth. We have a cute little bubble of protection with these mountain ranges and its very mild in the winters. We have incredible hunting season, outfitters, snow shoe excursions, cross country skiing and much more. In town we are alive in the winter months with live theatres, music venues breweries, wine bar events, book readings and more.

Optional: Include attachments here.

c. What research supports your target marketing?

If it wasn't for the wonderful funds spent for the new annual research on travel from the Office of Tourism and Business Development as well as all the marketing research partners, it would be very difficult to know how to pick and what way to choose your marketing directions. I have enjoyed, very much, what we have accomplished as a state wide team of tourism marketing dreamers and doers.

We are using the most recent Destination Analysis Brand research for our new planning of opportunities. We also use the analytics from each and every marketing piece that we utilize so creating our plans and learning from our failures is extremely accurate.

We are also always trying to use the research from ITRR and local businesses, questioning visitors and travelers that come into the visitor's center.

We use google analytics daily and look for trends mixed with the analytics from our walk-in visitors.

Promoting the tag line, "Come stay and play with us on the banks of the Yellowstone River", did so well for us in fy18 we are adding a new and powerful punch to get the message across, and we are on the right track. Livingston Montana "Your Year-Round Destination on the Banks of the Yellowstone River".

Remind the public through marketing that Livingston is the Original Gateway City to Yellowstone National Park and trains are the lifeblood that created what we are today, and it is an experience to have.

Continue to attend events and make sure marketing materials for conventions, conferences and event marketing in Livingston gets out. We will do this through working with the local hotels, caterers, restaurants and more to create a reason for event planners, conventions, developers, weddings, tournaments and many more, to come to our terrific town. We are using local and statewide commercials for our marketing message. International social media marketing with impact in key country's that have an analytic proven following.

Promote through temporary exit signage our events in town for those exiting the freeway and heading to the park to come visit our town first or make sure we are a destination stop on the way out of the park. Use the new southern border billboard with the State of Montana's logo for visual impact.

Market heavily the shoulder season, i.e. hunting, fishing, snow activities, dog sledding, music venues, book readings with authors and winter live theater events.

Utilize both airports and their marketing area's and get out more materials by printing a larger quantity as well as combining the brochure with the Visitor's Guide printed by the Livingston Enterprise. Blogging is a new venture we are going to explore as we go into a season with younger travelers and millennials living on their cell phones. Show travelers how family fun in Livingston is not only safe but the kids are definitely tired at the end of very exciting long days. Work more closely with National Park Services and Yellowstone Coalitions to stay up on how we can be the number one place a geo-traveler would want to visit. Promote outdoor recreation in park county as the destination of dreams for and outside experience.

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

I would like to be involved with a fall winter advertising opportunity. We dont have a ski resort but are in need of fall and winter visitors and we have so much to offer in the shoulder season and winter. We are also only 25 min from the Bridger Bowl and 2hrs to either Red Lodge Mountain resort or Big Sky Resort.

Optional: Include attachment here.

Visit Livingston-HD (64mb.mp4)

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

We would like to participate with our region Yellowstone Country again in this next season as it has turned out very well for spring and summer. We are looking at paring up with local entry communities on print advertising to save in full page costs but with a great impact. We recently completed a one page ad in the West Yellowstone vacation guide as we know many travelers go in one entrance and out the other and we would like to the community they travel to.

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

We have completed a joint venture with Yellowstone country for spring and summer with the result being minimal however new opportunities are emerging every season and we will continue to try till we find the perfect avenue.

Optional: Include attachments here.

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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 Atchmnt
Consumer	Print Advertising	<p>I will outline some of the potential opportunities in my strategy for print marketing.</p> <p>Yellowstone Journal - print advertising could be a possibility as it has done very well for us over the years by connecting consumers that are visiting the National Park visually seeing us in print and this producer also carries an online component.</p> <p>Outlaw Partners Explore Yellowstone annual publication is a very cost effective product with the biggest reach for our community that is not right at the gates. The 37,000 copies distributed last year were all taken by visitors they upped the printing to 50,000 copies. We really want to focus on the over 3+ million travelers coming into Yellowstone National Park and getting them to come visit Livingston on the way in or on the way out we have seen a steady increase from the North entrance coming to Livingston instead of passing us by. This is a product we need to continue to utilize.</p> <p>Adventures Outdoors Magazine- we are hoping to find funds for this full page, male demographic travel information magazine.</p>	<p>The research required is provided by the companys that offer the product. If a company has no outcome analytics we have chosen to not use in the future. With magazines you can only use the amount printed and sold or given away as an indicator but if you place a product in your ad you can track the google analytics click throughs on our website as an indicator they are seeing the ad like riverrafting. example; in Denver we did a great ad with a landing page in the winter. The numbers showed us whether the ad worked in the Denver area and what season. Our click through rates were over 312% increase from the Denver area just after the end of the season.</p>	<p>Because our objective is to get print messaging in front of visitors and potentials visitors and a general audience we will track print distribution numbers of each publication. We will consider the method successful if the print ads are distributed and positive engagement results.</p>	<p>We have had successful response and engagement to print media in the past in the specific publications.</p> <p>Over the years we have tried many magazines and some costly and some not however, it is the reach and followthrough from the product it self that we are most in need of. For the final approval of the TAC process we must show how this Method has worked or not and its it the best way to spend our funds. We do know that the products we carry in our center fly off the shelf annually as the consumers are in tents, cabins and such and crave pictorials and ideas of what to do next, what to do on the next adventure.</p>	\$4,500.00	<p>This was a very successful method based on the engagement received.</p> <p>This method will be continued in the future.</p> <p>We placed promotional print advertising in two publications that were distributed in the Livingston area as well as worldwide and also available free online in digital form on the respective publications' websites. We tracked print distribution and audience.</p> <p>Outlaw Partners publishes the annual Explore Yellowstone, Your Guide to America's First National Park - print distribution 50,000, distributed throughout the Yellowstone National Park and surrounding area.</p> <p>Adventure Outdoors - print distribution/subscribers 75,000 + 500,000+ online distribution</p> <p>See attached print ad copy.</p>	FY20PrintAdvertising.pdf
		<p>Facebook advertising and product observation are a valuable tool for our small chamber. Picking your</p>	<p>All social media research is upfront and immediate. It is a product you can use in any State or Nation or just within a 5 mile circle so we have</p>	<p>Success will be measured by tracking and reporting engagement/response</p>	<p>This is a very</p>		<p>This method/campaign was successful in meeting the objective and goal to engage followers/viewers.</p> <p>We will continue to use the method but will consider modifying the social media strategy.</p> <p>We placed paid ads on Facebook in a specific geographic area based on research provided by Yellowstone Country that</p>	

Consumer	Social Media	distination zone and having to the minute product success or fail allows you to immediately move a plan or product immediately or increase sales and extend an area that is working within minutes of the analytics provided.	instant access to our audience and their needs with out shaking a hand, that is for when we have a successful placement. Whether it is organic search or a paid click through or a comment, all are a very new wonderful way to the quickest actual reader/ viewer counter product currently offered.	to paid advertising on social medial channels (like, shares, followers, comments, clickthrough, requests for information, etc.).	small budget as we are using this method mostly through an ad agency but will try some targeted ads.	\$300.00	<p>showed Texas was a high prospect market. Although the campaign ran right as the impacts of COVID19 were being felt we did have decent audience reach. The ads reached 11,652 viewers, with 214 reactions, garnered 134 likes, 37 shares, 33 photo views. We recieved negative feedback/posts and the engagement was not positive. Based on the comments/feedback to the post, we feel that is do to COVID19 and the controversialy over safe travel measures/restrictions, reluctance to travel and that if those issues are removed we would have success in garnering a more positive response in using a targeted paid advertising campaign in the future.</p> <p>Attached are relevant social media campaign analytics.</p>	FY20SocialMediaadvertisingFacebook.pdf
Consumer	Joint Ventures	We have wonderful color ads we use in the magazines of their choice and online addition helps us keep track of interested parties in our marketing opportunity.	Last season we used analytics derived directly from the advertiser so we could have accurate accounting of success or not. We will do so again this season withthe assistance of our region and the choice best fitted for winter oppportunity in our area and community.	We will track responses to Joint Venture projects through engagement on website and the number of requests for information packets.	Winter marketing options with the Region we are in, Yellowstone County, has the ability to give a small CVB like Livingston a low cost joint venture and last season we did very well with the winter program and are looking forward to this year. We dont promote the ski resort option as we dont have one however we cover everything else you can do in winter and the program helped us promote that.	\$2,500.00	<p>This method was successful as we met our objectives and we could not have not completed the projects on our own. We value partnering in Joint Ventures.</p> <p>This method will be continued based on the positive response and cost-effective.</p> <p>We partnered up with Yellowstone Country again this year for two campaigns:</p> <p>Lee Montana Newspaper Network - digital campaign with banner ads running on multiple site: Missoulia.com, RevalliRepublic.com BillingsGazette.com HelenalR.com MontanaStandard.com</p> <p>Lee MT Newspaper Network partnership with Yellowstone Country produced: 349,760 impressions delivered, 332 clickthrus, CTR .09%.</p> <p>We reached target markets and the reports came back impressive for both products.</p> <p>We partners with Yellowstone Country in a print advertorial in the November 2019 edition of Texas Monthly, two-page spread. One full page for Yellowstone Country region. One full page for cooperative advertorial that included Livingston; distribution 300,000 in Dallas/Houston Texas market. We also received 2,759 direct email vacation package requests from the ad/mention in the magazine.</p>	Livingston YCMI Warm Lee Coop FY20 Final Performance.pdf
Consumer	Radio & Television Advertising	Using television and web based promotion with an occassional radio broadcast is very optimal in our county. The vast marketing methods sometimes are limited in rural communities and we are attempting to touch all the markets we can. Last season we tried a series of commercials soley showing our events and they paid off but the organization was costly and Fox and CBS is going to work with a different offer of less fees and we feel	The rate of viewer logins and attendees to our events will either see an increase or remain the same during the programing so we are going to count on the analytics. The videos we created are being put to use as well as the callendar items we promote so we need a launch pad and this programing effort is worthy in areas we	We will track attendance at the events through crowd counts and visitor center counts. We have well-versed in counting crowd size in the spaces used for parade and events. We will track ad viewership.	We have an opportunity to promote our community Statewide with the network FOX and CBS. They are going to help us with a package of promoting our mini videos and calender items for our seasonal	\$3,000.00	<p>This method was successful based on meeting the objective to reach audience through television advertising.</p> <p>This method will be continued.</p> <p>In the beginning of FY20 we utilized the Radio and TV method for the annual Parade and visitor events in the Livingston area.</p> <p>We promoted small 30 sec videos of weekly entertainment Cowles Montana Media ABC/FOX local affiliate. The commercials ran during the morning news ABC/FOX with an audience of an estimated 150,000 viewers.</p> <p>Attendance at the parade was 10,000+. This is an increase from prior year. We are able to calculate an increase by using hand counters/clickers on the streets of the parade route and useing street block capacity counts (how many people fit in each block) and visitors counters (hand counters/clickers) at the Livingston Visitor Center.</p>	

		the need to attempt the marketing within the west and east communities of our state. We are seeing an increase in travel from the Missoula region and would like to expand on that.	currently are not touching but are seeing occasional travelers from.		events to encourage a higher visitor ratio this season.		Cowles Montana Media TV broadcast copy and schedules are on file with the organization. See attached video copy. https://www.youtube.com/watch?v=sNOgzRANX4I&featur	
Group Marketing	Online/Digital Advertising	Three years ago we created an online version of our vacation package and it gets updated and improved every season. This year we are adding the online version of our communities visitors guide and that im sure will be a great added bonus for the recipients. The vacation packages we have been sending manually have dropped as this online version has taken off. It is also able to reach folks from all over the globe versus the manual packages we can only send nationally.	We have been tracking the email requests for the last three seasons and we have a steady increase annually. Our packages are so usefull we have shared with other CVB's in the State of Montana. The trend for vacation information in trending to move online and we need to move with it by providing web based information with world wide usage.	Success will be measured through response and engagement tracked and reported by Google analytics.	We have been comfortable in our choice over last two seasons using National Parks Journal online service to send our wonderful visitors package via email addresses that we acquire through our partnership. We have had over 22,000 requests to our area in 2018. This is a repeat marketing tool we are very lucky to be able to continue to use.	\$4,000.00	The digital advertising in FY20 was not successful. The method will be modified and used in the future. We will no longer use the AIM media platform as it does not provide useful analytics. We will look at other digital advertising platforms and opportunities. We received 19,800 requests for digital information from email. Although, we were able to track responses/requests, the analytical reporting is inconclusive as to whether or not the traveler came or not. Since that is the information we need, this reporting is not usefual. AIM media provides platform for digital advertising and promotion. We will not continue using the AIM digital advertising platform, but may continue the method with modifications (find a more appropriate digital advertising method).	
Marketing Support	Administration	As each disbursement is received from the State office we will use 20% as stated for use in the marketing method for direct payroll to the marketing staff. Part will also be used for items needed for administrative uses in the visitors center for marketing purposes as stated in the rules.	We are able to provide a payroll report at the end of the term and accuracy with accounting and funds used are priority. Any other funds used will be part of the invoicing system to ensure proper use.	The objective for Administration budget is to spend funds appropriately and efficiently for managing the organization's operations. Per statute, the maximum allowed for the Administration method is no 20% of the total lodging taxes receipts. Success will be determined by the total spend in the Administration method; if it is 20% or less, we will consider the method successful. All proper use will be adhered to per the regulations set forth for Administration funding.	This method is per regulation and will be used for the overall job of straight payroll needed to completed the marketing plan as layed out in this plan. 20% fee will be used in a 4 quarter disbursement.	\$5,800.00	This method was successful. We met our objectives. We will continue to use this method. A total of \$5,479.01 was spent, which is 19%of the total payments of bed tax received by the organization. We were successful in meeting our overall objective of staying within the allowable 20% for the Administration budget.	

Marketing Support	Billboards/Out-of-Home	<p>We have been placing a banner at the Billings airport for the last two seasons, near the baggage carousel. This is a one time fee for an annual placement but its for Summer and Winter. We feel this a great way to utilize our funds and grab the attention of travelers just starting their visit to Montana, we also place our brochure and visitors guide in the lobby. We see aprox----- travelers on incoming flights and livingston is a great community for these non-resident travelers.</p> <p>Our Billboard is a new venture in marketing for us however a landowner gave us a very good offer as a non-profit and sees as well the need for "Welcome to City" signage.</p>	<p>We can tell how successful the advertisement is as the brochures run out and we drop off a certain amount of 500 per visit for tracking. We also take the visitors guide at 100 per box then the airport calls when they are running low. We also ask at the visitors center to inquire the inbound route.</p> <p>As to the new billboard coming up from the south, we hope to get some of the over 800,000. visitors entering Livingston after seeing our billboard. We see 1089 to 3025 vehicles per day coming from the National park on hwy 89 and want them to stop in Livingston and not get on the Interstate after seeing those big green Billings and Bozeman signs.</p>	<p>Success will be measured by installing one billboard on Montana Highway 89 South.</p>	<p>. We are trying to find a way to get the travelers to stop in Livingston instead of jumping on the Interstate to go West or East. We are unable to put up a Welcome to city sign entering Livingston as the State office of Transportation and Federal guidelines prohibits the use anywhere near the on and off ramps so we are trying to encourage stopping prior to entering Livingston.</p>	\$1,400.00	<p>The method was successful as we completed the billboard project on time and on budget and have audience numbers to track.</p> <p>We will continue to use this method in the future for new billboards and for the maintenance and updates to existing.</p> <p>The billboard promoting Livingston was completed and installed in FY20 on Montana Highway 89 (northbound side)...which is the route coming up from Yellowstone National Park. The traffic data shows a 16% growth from 2019-2020 in northbound traffic according to the Montana Department of Transportation online data reporting site. This is a private billboard rental on private land. We anticipate a reduction in highway traffic in 2020 due to COVID19, however this is still a solid marketing method as it is a longterm investmet that will continue until it is removed/replaced/updated.</p>	Billboard 2019 - 2.pdf
Marketing Support	TAC/Governor's Conference meetings	<p>TAC / Governor's Conference Meetings will be accounted for and properly utilized per the State of Montana requirements.</p> <p>Hotel stays for events of TAC meetings and food, and some attendance fees if needed.</p> <p>Governors conference fee for attendance and hotel stays plus meals if needed.</p> <p>Some travel expenses like gas or parking lot fee.</p>	<p>Supporting documents will be the research required for this method. We are going to report on each and every meeting through the year and evaluate how successful the meetings and conferences are with our CVB committees and discuss then report back in the evaluation on its importance.</p>	<p>Attendance by the executive director at Governor's Conference and the quarterly TAC meetings is mandatory and will be scheduled and attended. This is an efficient and effective means to gather information, network with partners and learn about the state's tourism industry.</p> <p>We will, even if not a requirement, go to the Governors Conference Tourism annually as the information and offerings of marketing partners are utilized in the plans we write , so again very valuable.</p>	<p>This Marketing method is important to the education for the Executive Director and the continued support for the community to be a part of the what happens at the State office of tourism and all its offerings through marketing and classes.</p> <p>Attending TAC meetings is a requirement and would be difficult to do at some occasions if no funds were available.</p>	\$1,500.00	<p>We were successful implementing this method.</p> <p>This method is necessary/required and will be continued.</p> <p>The executive director attended all quarterly TAC meetings, both virtual and in-person. Due to COVID19 the Governor's Conference was cancelled and no one attended, therefore this budget was underspent.</p>	
					We are trying		<p>We were successful in participating in four unique opportunity marketing projects.</p> <p>This method will be continued.</p>	

Marketing Support	Opportunity Marketing	<p>We are able to set aside this fund opportunity for future opportunity's that come for shoulder season marketing and or winter in FY20.</p> <p>We don't always have our marketing peices available until further in the season so this is important to set aside and use as items arise to increase our year-round visits to our community.</p>	<p>We by the State Regulations are allowed to set aside these funds, up to 10% of the overall amount allocated, for opportunity funding of a marketing plan option. I will give all research information from the item or product of choice and submit to the TAC immediately upon choice.</p>	<p>We participated in four opportunity projects. 1) Distribute the Livingston CVB brochure to the Bozeman airport. 4,500 copies of the Livingston CVB brochure will be printed and distributed at the Bozeman airport. 2) Place an ad in the MSU Bobcat magazine and measure distribution. 3) Host a Crazy Family Adventure influencer trip. Have influencer successfully post one blog and track resulting viewership. 4) Investment in MT Voices of Montana Tourism and success will be measured by audience reach of the e-newsletter.</p>	\$1,000.00	<p>to maximize the dollars allotted for our marketing funds and at the time of this funding opportunity request, we do not always have our products offered or approaches available. Some opportunities arise and if we do not plan or budget for we aren't able to adapt and take advantage of them. Although we cannot plan for specifics, we believe that opportunities will always arise and based on past successes it fits with the overall marketing plan to include a budget for this method.</p> <p>1) The Bozeman Airport invited us to participate in an opportunity to place Livingston CVB promotional materials (brochures) in their display center and to be handed out by their visitor staff. We printed and placed 4,500 brochures with maps at the airport, all were distributed. A copy of the printed brochure is on file with the organization. This opportunity was successful and the method will be continued.</p> <p>2) Montana State Universtiy invited us to particpate in an opportunity to to advertise with a full page ad in the Bobcat magazine, 25,000 copies are students and parents annually. Attached is the ad copy.</p> <p>3) CrazyFamilyAdventure .A third opportunity presented itself whereby we contributed to the hosting of influencers who produce/publish the blog CrazyFamilyAdventure. We received over 300 views on the article for family trips to our area. See link for article/blog https://www.crazyfamilyadventure.com/yellowstone-v This opportunity was successful and the method will be continued.</p> <p>4) Voices of Montana Tourism. We measure success by audience reach of the enewsletter sent by Voices of Montana Tourism. We were successful in meeting our objective. We joined Voices of Montana Tourism (VOT) and invest annually in the Voices of Montana Tourism (VOT) outreach efforts that encompass advocating and education and outreach to legislatators, local policy-makers and the general public regarding tourism in Montana. VOT distributes messaging via its monthly enewsletter that has a distribution of 450+. As a VOT partner, the Livingston CVB recieves a presence and directory link on the voicesoftourism.com website which has been online since 2011 and has a robust following. This opportunity was successful and will be continued.</p> <p>July 2019 September 2019 November 2020 January 2020 February 2020 April 2020 June 2020</p> <p>Each of these opportunities were successful and provided a desirable return on the investment. We will continue to use this method and commit funds to Opportunity Marketing.</p>	FY20PrintAdvertisingBobcatmagazineAdCopy.pdf
Marketing Support	Website/Internet Development/Updates	<p>Our Website discoverlivingston.com has a need for some updates and repairs to be at its best with the volume of direct traffic we are receiving from the numerous advertising opportunities. We are looking forward to adding a new phase of fly in and stay as well as confrence needs and bookings.</p> <p>This is just updates to our existing site not a overhaul at this time.</p>	<p>We have researched other communities and the website information to see what we might benefit from in information as well as easier navigation through. While a overhaul of the site would be beneficial it will require a grant of a larger scale as our research shows min. \$15,000 to do the project.</p>	<p>Success will be based on completion of the updated website and launch. If we have it completed in time for analytics we will also report any specific response rates and use Google analytics for our larger scale traffic sample.</p>	\$5,000.00	<p>We simply need upgrades at this time, our website is old generation of function and the new directions of information to market your community is not at the best of our ability. We need to create a landing page for visitors to see our area in pictorials and video and opportunities for lodging an more. We do realize we cannot afford a website without more</p> <p>This method was successful.</p> <p>We will continue this method for updates and maintenance to the website ensuring a consistent presence on the Internet.</p> <p>VisitLivingstonMT.com was created, completed and launched at the end of FY20 as the primary travel/visitor information site. No analytics are available as it was only completed/launched in mid June, 2020. Visitors to the previous visitor website DiscoverLivingston.com are directed to VisitLivingstonMT.com. We average between 51,000-55,5000 visits to DiscoverLivingston.com which provides an estimated measurement.</p>	VisitLivingstonMT.com.pdf

Miscellaneous Attachments

Description	File Name	File Size
FY20 Pie Charts	FY20 Pie Charts.xlsx	24 KB

Reg/CVB Required Documents

Description	File Name	File Size
FY20 Required Documents	Livingston CVB FY20.pdf	895 KB

