



**Grant Details**

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

**86702 - FY20 Red Lodge CVB Marketing Plan**

**DOC Office of Tourism**

**Grant Title:** FY20 Red Lodge CVB Marketing Plan  
**Grant Number:** 20-51-022  
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**Grantee Contact:** Sherry Weamer  
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**Contract Dates**

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**Project Dates** 07/01/2019  
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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?*

**RED LODGE AREA CHAMBER/CVB Marketing Plan Narrative - 2020**

## DESCRIBE YOUR DESTINATION

Nestled in Montana's magnificent Beartooth Mountains and surrounded by Custer Gallatin National Forest, Red Lodge delivers world-class outdoor recreation and access to Yellowstone National Park via the world-renowned Beartooth Highway. In our historic downtown, you'll enjoy locally owned shops, quality restaurants and plenty of first-class accommodations and entertainment. No matter what the season, Red Lodge is your Base Camp to the Beartooths.

The Red Lodge visitor arrives here looking forward to its natural beauty and quaint charm. What they discover is its magic. And for that, they return again and again, over a lifetime. Like so much of Montana, Red Lodge is surrounded by natural splendor -- Montana's highest peaks frame our back yards, its crystal-clear waterways tumble down our valleys, and that unique combination of pine and aspen scents invigorate our air. But as the Red Lodge visitor knows, we have something special going on here; we're just far enough off the beaten path that locals truly appreciate visitors, we want to say Hello when we see someone new in town, and we do not just throw out the welcome mat for you, we show you why we love living here.

Today's travelers are looking for that kind of experience, and it's one Red Lodge excels at delivering.

A year-round population of just over 2,000 and an historic Main Street business district with great restaurants, shopping, entertainment, and accommodations means a stay in Red Lodge is an opportunity to make friends with locals.

Red Lodge, Montana, 2016 Gateway Community of the Year, anchors the most scenic route into Yellowstone National Park: the 68-mile alpine and structural wonder of the Beartooth Highway, an "All-American Road". Open late May-October, visitors come from around the world to experience its summer snowfields, high-mountain vistas, and legendary curves.

Sitting on the edge of a National Forest, Red Lodge lays claim to more than 3.6 million acres of uninterrupted and unspoiled wild country as our "backyard." Much of that is easily accessible with well-marked trails for hikers, horseback riders, and many near town are even open to bicyclists. Whatever the day's adventures entail, Red Lodge is the perfect Base Camp to the Beartooths.

Red Lodge is easily accessed from Interstate I-90 via State Hwy 212 from Laurel and Hwy 78 from Columbus. It is a one hour drive from Logan International Airport in Billings which is served by four major Airlines, United, Delta, Alaska and American Airlines, and by Cody's airport which is served by United and Delta.

## OUR STRENGTHS:

### Gateway to Yellowstone National Park

*The Most Scenic Route to Yellowstone Park, over the Beartooth Highway*

### The Beartooth Highway

Dubbed "the most beautiful roadway in America" by On the Road correspondent Charles Kuralt, the Beartooth Highway climbs to an astounding 10,947 feet above sea level. As it winds its way from Red Lodge to Yellowstone National Park, the Highway traverses an impressive range of ecosystems and geological wonders. At the highway's summit, travelers find themselves in a sky-high world of glacial cirques, clear alpine lakes, and snow that lingers through the summer months.

### Gateway to the Absaroka-Beartooth Wilderness

Our back yard consists of millions of acres of high-country wilderness. As early as 1897, trails began snaking their way up the West Fork canyon, cleared by hand with saws and pickaxes. Today those same trails can take you to pristine country where visitors can enjoy a variety of outdoor activities.

### Great Shops, Restaurants and Music Entertainment

Charming historic downtown hosts a variety of locally owned stores run by helpful, knowledgeable staff. Pop into one of the many restaurants for a quick burger and a locally brewed beer, or experience fine dining featuring wild game and other local fare. In 2018, eight of our local restaurants were selected to participate in Taste Our Place which is a program launched by the State of Montana. The Taste Our Place logo is a declaration of authentic Montana Quality. Relax and listen to some great music from our many local musicians or attend a first run movie at the historic Roman Theater.

### Year-round Skiing

During the winter months enjoy bountiful snow, shimmering blue skies and terrain for all abilities that make for great fun on the slopes. Open from mid-November through mid-April.

During the summer months, the Beartooth Highway is your chair lift to acres of open terrain for skiing and snowboarding. For those that are not much interested in hiking there is Beartooth Basin with two permanent poma lifts for skier access to the Twin Lakes headwall.

### Arts and Culture

Catch the spirit of today at one of the many art and photography galleries in town or experience various styles of art at the Carbon County Arts Guild & Depot Gallery and the Red Lodge Clay Center. For history enthusiasts, Red Lodge is home to the Carbon County Historical Society and Museum where visitors can learn about the colorful history of Red Lodge and the surrounding areas.

### Events and Attractions

Red Lodge is home to many events and year-round attractions. Yellowstone Wildlife Sanctuary - Home of Champions Rodeo - Beartooth Rally - Winter Fest - National Finals Ski-Joring - Christmas Stroll - Fun Run - Iron Horse Motorcycle Rodeo - Red Lodge Songwriter Festival - Bearcreek Downs Pig Races - Beartooth Run – Shredfest, Cruisen' Red Lodge and many more.

### **Proximity to Billings**

Billings is the largest city in Montana with a population of over 110,000 and a major transportation hub for South Central Montana. Travelers can reach Billings by air, bus or car on two east and west and north and south Interstates highways. Billings Logan International Airport is served by four major airlines United, Delta, Alaska, and American.

### **Amenities**

Red Lodge may seem like a remote destination to some visitors, but they will be pleased to find we have the same amenities and comforts as they have at home, and more than adequate cell phone coverage and broadband internet in most areas.

### **OPPORTUNITIES:**

#### **Motorcycle/Auto Groups**

The Beartooth Highway was recently voted the *Number 1 Motorcycling Road in America* by the American Motorcyclist Association. It is a “bucket list” item for many motorcycle enthusiasts.

#### **Small Groups**

Red Lodge is the perfect destination for small groups. RV clubs, executive retreats, conventions of 200 people or less, craft clubs, all find the comfortable meeting spaces and hospitality of Red Lodge a great place to spur creativity, make new friendships and renew old relationships.

#### **Weddings/Reunions**

Picturesque venues, quality lodging options and numerous recreational opportunities in the surrounding area make Red Lodge the perfect setting to gather family and friends for your wedding or reunion.

#### **Tournaments/Community Events**

The newly revamped Roosevelt Center, our modern high school auditorium, and other historic venues, provide the opportunity to house tournaments as well as larger community events.

#### **Outdoor Competitions**

Challenging, yet stunningly beautiful terrain attracts competitors from around the country to a multitude of outdoor events. Included among these events are the Beartooth Run, Nitty Gritty Road Race, Collegiate Ski Races, National Ski Joring Championships and the summer Shredfest which is the only summer qualifier in North America for the Freeride World Tour.

#### **Media Partnership Opportunities**

Billings has a wide reach with television, radio and print media that we can better utilize with positive and timely press releases and promotional partnering. Quarterly, the Billings Gazette features what is going on in Red Lodge in its Explore editorial section. More can be done with KTVQ, KULR, YPR, and the print media options in Billings, Yellowstone Valley Women, and Magic Magazine, among others.

#### **Annual Events**

Red Lodge has a growing number of competitive, recreational and cultural events. Many of these events take place during the summer months but winter events such as the Alpine Ski Races, National Ski Joring Championships, and Winter Fest also attract visitors from in state and out of state locations. In the summertime we have Red Lodge Music Festival, Red Lodge Songwriter Festival, Fourth of July Rodeos and Parades, Beartooth Basin Summer Ski Area, Beartooth Bike Rally, Cruisen' Red Lodge Vintage Car Show, and Labor Day Fun Run just to name a few.

### **CHALLENGES:**

#### **Making Red Lodge a Destination**

Red Lodge is used as a ‘Pass Through’ for the Beartooth Highway and Yellowstone Park in the Summer. If we can influence a small percentage of summer travelers to stay one additional night in Red Lodge and enjoy all the offerings of our town and surrounding area, it will make a significant impact on our local economy. In the winter months we need to reinforce Red Lodge as a winter destination to skiers and non-skiers alike. First class restaurants, comfortable accommodations, great shopping, restful relaxation, ice-skating, Nordic skiing, wildlife viewing, and hiking are a few of the winter time activities available in Red Lodge. Red Lodge mountain is a fabulous, family-oriented alpine ski area.

#### **Location and Way Finding Signage**

Red Lodge is miles from a major highway. Montana Highway signs point Yellowstone Park travelers past Red Lodge exits or towards the Chief Joseph Highway in Wyoming.

**Montana is perceived as challenging to access.** In addition to the states' destination attribute weaknesses, both the Montana and Red Lodge brand brings with it this perceived access challenge.

### **Beartooth Highway is Seasonal**

Weather and snow plow funding often delay the opening of the Beartooth Highway in the spring. Snowstorms will temporarily close the road. Timely communication of the road status is challenging with reports of closures carrying a higher priority than reports of the Highway re-opening. The portion of the Highway located in Wyoming is a secondary priority for snowplows.

### **Make Winter Success Less Dependent on the Snow Conditions at Red Lodge Mountain**

Red Lodge Mountain is the major draw for Red Lodge in the winter season. The town's commerce follows the quality of the snow conditions on the mountain. We can reduce the dips when snow conditions are not at their best by promoting all of the other amenities, events and winter time activities going on in Red Lodge. Red Lodge is within easy reach of public access to BLM lands, Forest Service lands, and national parks. Hiking, cross country skiing, wildlife viewing, scenic drives, shopping, fine dining, and relaxing in one of our great accommodations to name a few.

### **Online Mapping Services**

Google Maps and others report inaccurate information for routes and business addresses.

### **Lack of City Marketing Support**

While the City of Red Lodge collects a Resort Tax, the governing body offers no marketing or promotional funds for Red Lodge.

### **Perceived lack of comforts/technologies**

Montana is perceived to be somewhat remote and lacking many of the amenities and technologies those travelers who may be less outdoor minded are looking for.

**Perceived costs and time requirements inhibit visitation to Montana.** Research shows focus group and in-depth participants expressed serious concerns about the cost of a trip to Montana. Beyond the cost of traveling to Montana, many generally felt that a trip to Montana would require a significant investment of time.

## **COMPETITOR ANALYSIS:**

### **Jackson Hole, WY**

Popular tourism destination because of its proximity to Yellowstone & Grand Teton National Parks. Website, mobile, social media, and internet advertising resources.

### **Livingston, MT/Gardiner, MT**

Way finding signage on I-90. Year-round entrance to Yellowstone Park.

### **Bozeman, MT / Big Sky, MT**

Greater variety in lodging, dining and shopping opportunities, including groups, conventions and conferences. Proximity to Yellowstone Park. Four-season activities. Popular ski area. Cultural, historic, and educational activities, events, and attractions. Significantly greater marketing dollars.

### **West Yellowstone, MT**

West entrance to Yellowstone Park. The name West Yellowstone. More lodging and dining options. Significantly greater marketing dollars.

### **Cody, WY**

Eastern gateway to Yellowstone Park, access to five scenic byways including Chief Joseph Highway is a second route to Beartooth Highway and Northeast entrance. Lodging options, Buffalo Bill Center of the West, regional airport. By partnering with Wyoming Tourism, Cody has successfully marketed itself as "Yellowstone Country" and its airport "Yellowstone Airport." Significantly more funding for promotion is directed to Cody by local, county and state monies.

### **Colorado**

Travelers' perceptions make Colorado Montana's top competitor. In addition to awareness, demand, excitement for and visitation at significantly higher rates than Montana, research illuminated the directly competitive relationship Colorado represents. In discussing where to go in the West and Montana specifically, it was clear that most research participants viewed Colorado as the destination they would be heavily weighing Montana against, and a more persuasive one at that. These travelers felt Colorado had similar offerings on a basic level—spectacular natural beauty, abundance of outdoor recreation, outdoor culture, winter sports. Very importantly, Colorado's cities, infrastructure and mature tourism product were seen as providing more of a "safety net," something that was

keenly on the minds of those who were less on the outdoor spectrum and/or less familiar with traveling in this region of the U.S.

### **MONTANA'S BRAND PILLARS:**

The Montana Brand Pillars were seemingly written for Red Lodge.

Nestled in the Beartooth Mountains, with Yellowstone Park just up the road, and the Beartooth All American Highway at our doorstep, we truly offer more spectacular unspoiled nature than anywhere else in the lower 48.

A little off the beaten path Red Lodge, a historic mining town, is a vibrant and charming community that serves as a gateway to many natural wonders.

From art walks to downhill mountain bike rides, from reading a good book by the fire to skiing fresh powder, Red Lodge is a friendly, welcoming town offering a wide range of activities in every season. Enjoy breathtaking experiences by day and relaxing hospitality by night. Regardless of your choice of activities, our people work hard to make your visit an experience to remember.

### **Describe your destination.**

### **THREE PHASES OF THE TRAVEL DECISION; INSPIRATION, ORIENTATION AND FACILITATION:**

The overall consumer-marketing goal is to expose our brand, "Base Camp to the Beartooths", to potential visitors and invite them to stay a night or longer in Red Lodge. A strong social-media presence, along with online and print marketing via cooperative efforts with Yellowstone Country Travel Region, and the Red Lodge TBID provide inspiration. Once inspired, potential guests will be oriented appropriately via the Destination Red Lodge Travel Planner and RedLodge.com. The CVB follows through to facilitate their stays once they arrive via front line staff of tourism partners and stakeholders and the Red Lodge Visitor Information Center staff and volunteers.

Our content will focus on the three core elements travelers are looking for when deciding on an outdoor destination such as Red Lodge:

1. unique natural encounters without giving up modern comforts
2. comfortable isolation that attracts free-spirited adventurers,
3. a place for entirely new experiences and a place for new ways of experiencing the familiar.

### **Optional: Include attachments here**

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

### **OUR TARGET MARKETS DEFINED**

#### **The High Potential Visitor**

This group is clearly a high-value audience; it is different from other travelers in important ways. Behaviorally and demographically, the survey shows that high potential Montana visitors have a remarkable and distinctive profile. This group of heavy travelers is not only attracted to Montana, they see the destination as more attractive and competitive when compared to the regional competition. In brief, high potential Montana visitors are:

- City dwellers (i.e., not rural and not suburban)
- Married with children
- Well-educated, Affluent
- Younger
- Frequent travelers
- Male-oriented (54.3% male and 45.7% female)
- Strongly attracted to Montana's tourism offering
- Familiar with Montana's tourism offering

- Likely repeat visitors
- Outdoor-oriented travelers

High potential Montana visitors are also heavy consumers of recreational activities. This group is interested in a diverse array of Montana activities, centered around day hiking and visits to the National Parks.

**Family travelers** are a natural fit with Montana's travel product, including that available in the Eastern portion of the state. They are a large and lucrative segment. In the Montana Brand Exploration Survey, approximately one-third, 32.0 percent, of travelers reported having children under the age of 18 in their homes. Like high potential visitors, family travelers index high on outdoor psychographics, have high incomes and would expect to spend more and stay longer in the state than other travelers. Family travelers are interested in a variety of Red Lodge experiences, but their ideal trips would appear to center around Yellowstone National Park, day hiking, horseback riding, and driving scenic byways. This niche market also expresses significant interest in child-friendly activities related to history, culture and geology.

Red Lodge offers affordable vacation opportunities to families visiting Montana for the first time or coming back on a repeat visit. 85% of visitors surveyed responded they will return to Montana within the next two years. These returning visitors are a significant target for our CVB.

**Geo-tourism** is defined as tourism that sustains or enhances the distinctive geographical character of a place—its environment, heritage, aesthetics, culture, and the well-being of its residents. **Geo-travelers** are high-value, low impact visitors who appreciate the unique characteristics, eccentricities and natural qualities of Red Lodge. They place high value on travel experiences that respect and support the local character of place and are less likely to become discouraged in their travel experiences by travel distances/difficulties and vagaries of weather.

### History Buffs

History buffs score higher on the psychographic index, have proven to have higher incomes and would spend more and stay longer compared to non-history buffs.

### Our Traveler at a Glance

- Healthy, Active, Outdoor Enthusiasts
- Arts, Crafts, Entertainment Enthusiasts
- Motorcyclists and Auto Enthusiasts
- RV Enthusiasts
- Empty Nesters/Active Retirees
- Income: AHI of \$50,000+
- Education: Bachelor's Degree
- Age: 35-65

### Core Geographic Markets

Red Lodge is located in the South Central portion of Montana. We are the gateway to the Northeast Entrance to Yellowstone Park via the Beartooth Highway. Because of our geographic location, the majority of visitors come from east of us.

### Summer

California, Florida, Texas, Wyoming, Idaho, Colorado, Washington, and the Mid-Western States, particularly Minnesota and Wisconsin.

### Winter

California, Florida, Wyoming, North Dakota, Minnesota and SK/MB Canada are key winter markets.

### OUR EMERGING MARKETS

#### Two Wheel travelers

Motorcyclists and bicyclists are attracted to the Beartooth Highway for its beauty and challenge. This segment of the tourism market is growing and important as they view the Highway as a destination and spend multiple nights in our area.

#### Foodies

Red Lodge has an array of excellent restaurants, an award winning craft beer brewery, gourmet food and wine shops, for those travelers that seek unique dining experiences.

#### Entertainment/Music Seekers

On any given night there are a number of bars and restaurants that feature live music, both local artists and touring bands. During the course of the year, events such as The Red Lodge Music Festival and the Red Lodge Songwriter Festival bring world class musicians to Red Lodge to share their art.

## **Billings**

Billings is 60 miles away and has a population base of approximately 160,000. The Billings Convention and Meeting market is growing and we will continue to develop our relationship with the Billings CVB, Visit Billings. The Billings market is the perfect target to strengthen our winter destination business, especially on non-holiday weekends.

## **Corporate Retreats**

Red Lodge is the perfect place for executive retreats and small group gatherings for associations, social clubs and private companies located in Billings and Bozeman.

## **Areas to the East**

Eastern Montana, North Dakota, and Minnesota continue to be strong markets and will be the focus for our Winter destination marketing.

## **Colorado & other Mountain States**

We have listed Colorado previously as a competitor for non-resident visitors. However, state tourism data and our own information indicate a rising interest in visiting Montana and specifically Red Lodge from Coloradans. As their own tourism industry continues to grow and their population continues its rapid growth, the competition for outdoor space grows in equal proportion. Many Colorado residents especially those from major metropolitan areas are looking for less crowded, less expensive, simpler destinations, much the way Colorado used to be. Red Lodge is the perfect fit, an 8-9 hour drive or a one hour direct flight from Denver, their largest metropolitan area.

## **SUPPORTING RESEARCH**

### **Demographic Research**

#### **(ITRR 2017 Interactive Data Non-Resident Travel Survey Report) \***

- Average Age - 57
- Age Groups –47% 55-64, 43% 65-74, 21% 45-54, 23% 35-44, 21% 25-34
- Gender - 53% Male, 47% Female
- Group Size - 52% Couple, 5% Self, 31% Immediate Family
- Average Group Size - 2.43
- Household Income – 23% Less than \$50k, 7% \$75-\$100k, 13% \$50-\$75k, 29% \$100-\$150k

*\*All percentages taken from online ITRR reports with 72 respondents*

#### **Facebook Demographics – Top 4 Categories, 64%, are women**

- 15% Women 35 to 44 Years
- 15% Women 45 to 54 Years
- 11% Women 25 to 34 Years
- 12% Women 55 to 64 Years
- 7% Women 65+ years

#### **Geographic Research – Non Resident**

##### **ITRR – Non Resident**

- ITRR 2014 – Texas, Minnesota, Missouri, Kentucky, Arizona
- ITRR 2015 – Wyoming, Minnesota, California, Colorado
- ITRR 2016 – Wyoming, Minnesota, Washington, Colorado
- ITRR 2017 – California, Wyoming, North Dakota, Idaho, Wisconsin

#### **RedLodge.com Travel Planner Requests**

For 2018, 1264 travel planner packets were requested. The Midwest accounted for 39% of all requests. Top states were Minnesota with 9% and Florida and California with 5%

#### **Facebook – Top 5 Cities (Outside Montana)**

- Cody, WY

- Bismarck, ND
- Minneapolis, MN
- Powell, WY
- Denver, CO
- 

#### **Facebook – Top 5 Cities (Within Montana)**

- Billings
- Red Lodge
- Bozeman
- Laurel
- Missoula

*b. What are your emerging markets?*

#### **Two Wheel travelers**

Motorcyclists and bicyclists are attracted to the Beartooth Highway for its beauty and challenge. This segment of the tourism market is growing and important as they view the Highway as a destination and spend multiple nights in our area.

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**Optional: Include attachments here.**

*c. What research supports your target marketing?*

ITTR 2017 non-resident study data showed the average length of stay for non-resident visitors to Montana was 7.31 nights with 78% of in Yellowstone Country. 57% of the Non-resident travelers stated their primary reason for coming is vacation/recreation/pleasure, which leads to the supposition that they want a broader experience than just visiting Yellowstone Park.

The following 2017 ITTR data outlines what visitors are doing while in our area.

- Scenic Driving - 70%
- Wildlife Watching - 60%
- Day Hiking - 57%
- Recreational Shopping - 33%
- Visit local brewery - 29%
- Nature Photography - 27%
- Visiting Museums - 22%
- Fly fishing - 20%
- Car/RV camping - 18%
- Visiting Historical Sites - 18%
- Attending Festivals and Events – 17%
- Followed by river rafting/floating, farmers markets, birding, skiing/snowboarding

#### **Key Psychographic Markets for Red Lodge.**

- Social Class - middle to upper class (in terms of disposable income)
- Lifestyle - active, outdoor recreational oriented, frequent travelers
- Opinions - interested, but primarily influenced by desire to experience things for themselves
- Attitudes & Interests - outdoor activities, history & culture, foodies
- Attitudes & Beliefs - environmentally conscious, has an adventurous spirit, likes nature
- Technology - savvy - using mobile devices in all stages of planning & travel

#### **Beartooth Highway Economic Impact Research**

During the winter season, Red Lodge, MT is not considered a gateway community because of road closures limiting access only to Cooke City/Colter Pass/Silver Gate, MT and Cody, WY (via the Chief Joseph Scenic Byway).

Nonresident visitor expenditures contributed to over \$41.1 million in economic activity to Carbon County in 2016, the vast majority being spent in Red Lodge. The economic impact for this region from nonresident travelers is substantial to local communities. Furthermore, results identified that nonresidents perceive the Beartooth Highway as a destination in itself, not simply a highway.

2015 average spending in Carbon County by nonresident visitors to Montana totaled \$63.4 million. This \$63.4 million in local spending directly supports \$40.2 million of economic activity in the region, and supports an additional \$16.1 million of economic activity, indirectly.

Source: [http://scholarworks.umt.edu/cgi/viewcontent.cgi?article=1352&context=itr\\_pubs](http://scholarworks.umt.edu/cgi/viewcontent.cgi?article=1352&context=itr_pubs)

As we near our 5th year, we reflect on our previous success. In 2016 Red Lodge received the MTOTBD Gateway Community of the Year award for our Branding Efforts. Our Lodging Tax Collections have continued to increase over the last four years and we have increased our influence on social media through increasing our Facebook fan base.

#### **Improve Visitor Experience With Improved Signage and Infrastructure**

We will accomplish this with a new branded entrance welcome sign, way-finding signage, visitor off-street parking, placemaking and parklets

#### **Continue to Build Marketing Infrastructure**

This will include, but not be limited to:

Consistent and informed Visitor Information Center staffing to enhance the guest experience and educate them to all the Red Lodge and the area has to offer.

- Increase Travel Planner Mailers
- Increase public awareness of what is happening in the Red Lodge area with targeted and regular press releases
- Increase social media reach through facebook, instagram and twitter

### **Develop Cooperative Relationships within our Market Area**

- Red Lodge Tourism Business Improvement District
- Yellowstone Country Travel Region
- City of Red Lodge
- Red Lodge Business Alliance

### **Increase Winter Season Visits**

The Red Lodge TBID and Red Lodge CVB have joined in efforts to increase non alpine skiing related travel to Red Lodge.

### **Attract Groups, Meetings and Sporting Events**

We will focus on smaller meetings (10-200 people) and social groups. We will also work to attract youth tournaments/events in the shoulder seasons.

### **Expand Alliances With Area Towns**

Red Lodge is fortunate to be located near Billings - Montana's largest city. With this alliance, we want to support their efforts in promoting the Beartooth Highway as "The most scenic route to Yellowstone Park." Billings is also a hub for groups, conventions and meetings. We will work to strengthen our relationship with the Billings CVB to attract these groups to our area.

Cooke City is the "other side" of the Beartooth Highway and the Northeast Entrance to Yellowstone Park. It is mutually beneficial to strengthen our relationship.

Cody, Wyoming has the potential to be a very strong ally. Although they are essentially after the same visitor, by working together, we will attract more visitors to our side of Yellowstone Park driving visitors to the East and Northeast Entrances.

We will work with area communities to strengthen our relationships and promote Red Lodge through their Chambers and CVBs. These communities include Columbus, Big Timber and Bozeman.

### **Red Lodge Branding**

The Red Lodge brand, Base Camp to the Beartooths, is in place and is being used across all our marketing platforms and media placements.

### **Measurable Objectives**

Increase the MTOTBD Lodging Tax Collections

Increase Travel Planner distribution

Increase Facebook Friends, Followers, and Likes

Placement of Wayfinding infrastructure

Grow attendance and participation, build a following for events

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

### **Yellowstone Country, TBEX & Visit Billings**

TBEX is the largest conference and networking event for travel bloggers, online travel journalists, new media content creators, travel brands and industry professionals. Yellowstone Country partners with us for new events and marketing opportunities.

**Visit Billings** - Visit Billings has a common goal of helping to attract visitors to Red Lodge via Billings. We work with Visit Billings as a 'day trip' possibility for Meeting and Group planners. Our goal would be to extended stays and generate return visits. They are also currently working with us for the TBEX event.

### **TBID and RLBA**

Both the Red Lodge( TBID) and Red Lodge Business Alliance make good partners to help promote Red Lodge events.

FY20 Budget for Upload.pdf

**Optional: Include attachment here.**

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

**Yellowstone Country - Opportunity Marketing**

Yellowstone County has opportunity funds available for cooperative marketing of new events

**Billings CVB – Winter Marketing**

Work with Visit Billings to help attract visitors to Red Lodge via Billings

**Billings CVB – Meeting/Groups Marketing**

Work with Visit Billings as a 'day trip' possibility for Meeting and Group planners. Our goal would be to extend stays and generate return visits.

**TBID and RLBA**

Create co-op opportunities with the Red Lodge TBID and Red Lodge Business Alliance to promote events.

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

The Red Lodge Branding Project, lead by the CVB Branding Leadership Team, was funded by the Red Lodge Tourism Business Improvement District TBID, Yellowstone Country Travel Region and the Red Lodge Merchants and Lodging Association. Because of their help, no CVB funds were required. Red Lodge won the 2016 Gateway Community of the Year Award for the branding effort.

We work closely with the TBID on all marketing efforts.

We recently joined forces with Yellowstone Country to host the Warren Miller Entertainment film crew in Red Lodge for a 12 day film shoot. The crew was very enthusiastic about their time in Red Lodge and on the Beartooth Pass. Extensive footage of our area is included in the movie.

**Optional: Include attachments here.**

**Optional: Include attachments here.** FY20 PieChart for Upload.pdf

**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
		The objective for national digital placements is to inspire potential travelers, and			TripAdvisor is trusted and used by travelers around the world. By sponsoring our page we insure our		Red Lodge is targeting dollars towards a DMO page on Trip Advisor to help capture and	

Consumer	Online/Digital Advertising	<p>orient those that are researching and booking. Red Lodge will support its sponsored DMO page as well as targeted digital display ads - 200,000 impressions.</p> <p>All TripAdvisor advertising is being done through a cooperative effort with Yellowstone Country.</p>	<p>TripAdvisor is the world's largest travel site, enabling travelers to plan and experience the perfect trip. Complete with trusted advice from real travelers and a wide variety of choices, TripAdvisor is a trusted partner.</p>	<p>We will measure success using online/digital metrics provided by Trip Advisor.</p>	<p>advertising and message is viewed when the page is reached. By keeping our page current and full of information, we further solidify ourselves as a sought after destination in Montana.</p> <p>Our ad banners are designed to attract visitors to our DMO page as well as our websites.</p>	\$3,500.00	<p>retain interest in our area. Estimates from Windfall show an estimated 100,000 impressions. Destination Analytics revealed specific area interested in our market. Our Geo Targets specifically included Denver, NYC, LA, San Diego, Boise, SLC, Cheyenne, Casper, Philadelphia, Pittsburg, Seattle, Portland, Alberta, Saskatchewan, British Columbia, Minneapolis, Madison, and Fargo. We exceeded the estimated 100,000 impressions with 402,440 impressions and a click thru rate of .32.</p> <p>Yes, we feel this method is successful and we would use it again in the future, but due to tightening the budgets because of the pandemic, we did not use it for FY21.</p>	TripAdvisorDigMarketing.pdf
Consumer	Printed Material	<p>Our strategy is to make our Travel Planner and the Beartooth Highway brochure available to visitors at the Airports and other strategic facilities (like the Bozeman rest area) around Red Lodge. We have secured rack space at the Billings, Bozeman, and Cody Airports and the Bozeman rest area.</p> <p>The Bozeman, Mt and Cody, Wy Airports charge for this service. The Billings Airport does</p>	<p>Air travel to Montana continues to grow with Bozeman accounting for a large percentage of the growth. Both Billings and Bozeman have been working to promote new flights. Yellowstone Country along with Bozeman, Big Sky and others have worked together to subsidize the new flights.</p>	<p>We track the number of travel planners and brochures supplied to various outlets and have seen an increase in the number picked up. Our main goal is to get the travel planners into the hands of the potential visitor as as soon as possible after their request made and while travel plans to Red Lodge are being made.</p>	<p>Air travel is important to our area. We sit within 2 hours of 3 gateway airports. Visitor's traveling to Yellowstone Park have a choice of entrances and exits to the Park. We feel that by having a presence with a compelling message, we will inspire the traveler to visit Red Lodge.</p>	\$1,100.00	<p>Yes, we feel this method is successful and we will be using it again in Bozeman. The Bozeman airport receives a tremendous amount of visitors and this is a great opportunity to redirect. We will reconsider the Cody airport as we feel the money could be better spent in West Yellowstone. Red Lodge Area Travel Planners were distributed to the Bozeman and Cody airports. Airport planners draw an audience that has already targeted Montana as their destination and are now narrowing down their choices of what to do once they are here.</p> <p>Bozeman rest area: We went through 4,000 travel planners in spite of COVID-19. Yes, we feel this was successful and yes we will use this method again.</p> <p>This year we added Cruz Bay Publishing to our distribution. Cruz Bay sends out brochures and planning information to visitors requesting information for travel in our area. They sent out 1524 brochures in April, 2546 in May, and 4837 in June of 2020. As this is a new area for us, it is hard to say if we did well. According to Cruz Bay, April &amp; May numbers were low and June was in line with expectations. This was a late start campaign that we paid for right before the pandemic hit so I'm sure that had a downward trend for our numbers. We will have to continue to evaluate the results of this campaign through the year before we can determine if it is worthwhile.</p> <p>The numbers were down this year. Estimates are that Cody airport distributed 180 planners and Bozeman airport distributed 600 planners. Both of these numbers were down from</p>	BTHCruzBayPrintedMat.pdf

		not charge.				previous year. We think this downturn in numbers is mainly result of the pandemic and its devastation of the airline industry. Still, more people are planning their trips closer to home and these markets are all in day travel trip range for our area and we will continue to use these methods to target consumers.	
Consumer	Social Media	<p>We utilize Social Media to enhance engagement with Red Lodge. While we have a relatively large social media following, primarily on Facebook, we have built the following organically. Our strategy is to 'boost' important posts to increase engagement and use promotional ads to increase followers. Social Media is an efficient and growing advertising medium. Our strategy is intended to increase our followers and their interaction.</p> <p>We use the Hootsuite account provided by Yellowstone Country to track and respond to 'Mentions' to grow our</p>	<p>We have a combined following on Facebook of over 42,000, built almost entirely organically. Our posting strategy is to not 'over post' but to provide pertinent and engaging information that creates likes, comments and shares. Our post engagement typically creates 200% (or more) engagement with views, likes, shares and comments.</p> <p>Current Facebook Statistics:                      "Beartooth Highway" Facebook – 23,354 followers                      "Red Lodge Montana" Facebook – 18,815 followers</p> <p>Facebook Post Statistics:                      The "Beartooth Highway" Facebook content was viewed over 1,749,000 times annually and over 4,750 times per day</p> <p>Recent "Red Lodge Montana" Facebook content was viewed over 2,000,000 times annually and over 5,000 times per day</p>	<p>Success will be measured using metrics provided by the social media platform and related website traffic, if any.</p>	<p>There are many benefits to a strong Social Media presence. Drive traffic to your website, reach potential visitors, user created content, user created shares, building visitor engagement for return visits, event promotion, brand awareness and as an instant and efficient information source. Research shows that 85% of non-resident visitors to Montana plan to return within 2-years. Engaging these visitors through social media keeps Red Lodge top of mind when choosing a return destination. Much of this can be done organically but this information distribution can be increased for a relative low cost through 'boosting' a post of Geo and Demo Targeted ads. By using these</p>	<p>\$1,200.00</p> <p>Yes, this method was successful and yes, we will use it again in the future.</p> <p>We use Facebook as a platform for our social media outreach. Facebook is a good platform for increasing our reach at both a targeted level as well as a global level.</p> <p>Specifically, the Beartooth Highway's Facebook page has 26,832 followers. This a 15% increase from 23,354.</p> <p>Red Lodge Montana's Facebook page has 26,832 followers. This is a 16% increase from 18,815.</p> <p>In February and March 2020 we ran 7 campaigns for Winterfest. We saw a 200% increase in engagement from 2019 (reached 18,563 people) to 2020 (reached 45,048 people).</p> <p>However, March 2020 was the beginning of the COVID-19 shutdowns nationwide and the Winter Fest campaign was negatively impacted. Rolling closures due to COVID-19 impacts Winter Fest and other local events as well as national franchises events. Red Lodge Mountain (ski hill) was forced to close early...then a few days later Montana was under "Stay At Home" directives with a travel ban that impacted out of state visitors until early June. Therefore, visitors were uneasy about remaining in Red Lodge or keeping existing reservations. Promotion through social media halted for the remainder of FY20.</p>	<p>Winterfest 2020 FB Ad Screenshots.pdf</p>

		Instagram and Twitter accounts.			targeting methods, we can better attract the visitor that is looking for what Red Lodge has to offer.			
Consumer	Joint Ventures	<p>In the coming year, Red Lodge has plans to partner with Yellowstone Country Travel Region and Visit Billings on various opportunities including print media, digital media, and fam tours.</p> <p>We will also continue to build our relationship with Billings and Southeast Montana, look for co-operative marketing opportunities and continue to work with them to attract large groups to Montana.</p>	<p>Red Lodge is an attractive destination for regional, national and international travelers. Local amenities and gateway access to unparalleled natural attractions help strengthen the Red Lodge's brand and boost visitation. The overall leisure marketing strategy is to increase year-round visitation targeting regional, national and international travelers. Red Lodge continues to work to diversify the CVB's leisure marketing efforts.</p> <p>Red Lodge is fortunate to be able to partner with different entities to promote our community and state. Being located at the Northeast Entrance to Yellowstone National Park is a great benefit that brings many opportunities our way. Yellowstone National Park is at the top travelers' lists, and many of those travelers are looking to travel the breathtaking Beartooth Highway as part of their Park adventure.</p> <p>We have found that by partnering with organizations like Yellowstone Country, Southeast Montana, Visit Billings and MOTBD we have been able to stretch our</p>	<p>We will measure success depending upon the joint venture projects. Success will be measured upon completion of projects.</p> <p>We identified and participated in joint ventures to host influencers, success would be evaluated based on any posts and articles from influencers.</p>	<p>Red Lodge has one of the smallest budgets of any CVB in Montana. By working with the regions and cities in our area, we have been able to leverage our small budget with our large tourism appeal. The Beartooth Highway is a major Montana attraction and by working with Yellowstone Country, Visit Billings and Southeast Montana, we continue to grow the appeal of our area. Red Lodge has one of the smallest budgets of any CVB in Montana. By working with the regions and cities in our area, we have been able to leverage our small budget with our large tourism appeal. The Beartooth Highway is a major Montana attraction and working with</p>	\$1,000.00	<p>TBEX was the focal point for most of our joint venture spending this year. For the TBEXers, we arranged local tours of the Beartooth Highway and highlighted our area for bloggers for two days. We received positive immediate feedback from influencers at TBEX and enthusiasm from both our groups who planned future return trips, however, no posts or articles resulted. I'm sure we would have seen more this spring if the COVID19 pandemic hadn't changed the tourism and travel landscape so drastically. The event was well put together and we would definitely work with this group again. Our TBID, Yellowstone Country, Red Lodge Hospitality, and several local businesses pulled together to pull this event off. Although the specific objective was not met, we believe that is due to the impact of COVID19 and therefore the method is successful and we will use it again.</p> <p>Crazy Family Adventure - The Royal Family spent an extended amount of time in Montana and Red Lodge as part of the TBEX event. A joint Venture with Yellowstone Country tourism region and Red Lodge Hospitality, and several local businesses contributed to the efforts to have the Royal family experience our area and for the relatively small price of \$360 CVB dollars, Red Lodge received a significant amount of exposure in website, facebook, and blog postings. Their article, "22 Amazing Things To Do In Red Lodge" is posted on <a href="https://www.crazyfamilyadventure.com/red-lodge-montana/">https://www.crazyfamilyadventure.com/red-lodge-montana/</a> consistently remains among the top two internet search returns for people seeking things to do in Red Lodge. Yes this method was successful and we will use it again.</p> <p>The Joint Venture with Central Montana/Great Falls CVB - Great Falls BMW Motorcycle Rally - This event had to be postponed due to the pandemic and the money will rollover to the future event which is scheduled for 2021.</p> <p>March 2020 was the beginning of the COVID-19 shutdowns nationwide and this impacted</p>	22 AMAZING THINGS TO DO IN RED LODGE.pdf

			budget and expand our reach in additional print and online presence to promote Red Lodge as a year-round destination.		Yellowstone Country, Visit Billings and Southeast Montana, we continue to grow the appeal of our area.		our marketing efforts for the remainder of FY20.	
Consumer	Travel Guide	<p>Visitors interested in visiting the Red Lodge area can request a travel planner and activities guide packet, either online or by phone, making it easy to obtain a quality piece full of information that will help the potential visitor make their destination decision as well as providing reasons to extend their stay.</p>	<p>According to national travel statistics, 79% of requests are online or downloaded. Once the visitor's guide is in their hands, 70% actually travel to the destination. Once they are on the ground, 80% use it as a planning resource and 71% extend their stays as a result of the visitor's guide.</p> <p>In 2018, 1,200 Travel Planner Packets were requested online.</p>	<p>Comparing Visitor Information Center top 10 visitor counts and Destination Red Lodge Travel Planner Mailer statistics by origin of requests as well as by specific overall state number of requests will allow us to measure the Travel Planner distribution results.</p>	<p>Getting a travel planner into the potential visitors hands while they are still planning increases the awareness of Red Lodge as a destination and the most scenic route to Yellowstone Park. This is a catalyst for increased non-resident visits and extended stays in Red Lodge.</p>	\$1,200.00	<p>We mailed over 2000 Travel Planners to people who specifically requested them from our website to assist in planning a visit the Red Lodge area. It is a vital tool that works best in the hands of the consumers so we will continue to utilize these. The number of travel planner requests has skyrocketed for since the pandemic started. The location of the requesters shows us that many of our travelers are staying closer to home, but they are continuing to make travel plans.</p> <p>Yes, we find this method successful and we will continue to utilize it.</p>	2019TravelPlannerResults.docx
		<p>We will be promoting Red Lodge as a destination through electronic newsletters minimum of once per month. Our email database includes 15,000 emails.</p> <p>Chamber staff will produce and circulate this newsletter to continually put Red Lodge at the forefront of consumers'</p>	<p>Our statistics show that 38% of this interested market resides in the Midwest but also proves that requests arrive from a world-wide base.</p>		<p>Targeting our captive audience who has already expressed interest in visiting Red Lodge, Montana, via electronic marketing and</p>			

Consumer	Electronic Adv - Newsletter, E-blast	<p>decision making process, providing them the facilitation and navigation of Red Lodge at their fingertips. The newsletters will cover the shoulder season targets but also strive to increase occupancy levels during the high traffic summer months when guests are more likely to travel to Red Lodge due to personal schedules, weather, accessibility to Red Lodge and the State of Montana.</p> <p>The requested money will be used to fund an online enews subscription service ONLY.</p>	<p>The Red Lodge E-newsletter performs with an Open Rate (OR) of 30-40%. We are well above the median average of 15% for the Travel &amp; Leisure Industry. Our Click Through Rate (CTR) of 4.3 also exceeds the median average of 1.5%.</p> <p>Promoting Red Lodge through digital and electronic media has proven to be a consumer demand and requirement in today's economy.</p> <p>Review of enews metrics with attention to OR and CTR; consistently be above the National Average for the Travel and Leisure Industry.</p>	<p>We will measure success of the method by tracking response rate to the eblast/enews (open rate, click thru rate, etc.).</p>	<p>newsletters will position Red Lodge as a vacation destination. Using the newsletter links to drive the consumer to our websites provides a further opportunity to educate and entice. The newsletters will allow Red Lodge to showcase ease of accessibility, special events, peak interest for the geo-traveler in the culture, history and natural surroundings, wildlife viewing and adventure opportunities.</p>	\$1,200.00	<p>This method was successful as reflected in the response rate: Over 190,000 eBlasts went out over the course of ten campaigns this year with an Open Rate of OR of 32% (compared to an industry average of 18%) and a CTR of 18% (compared to an industry average of 9%.</p> <p>See required documentation attached.</p> <p>Inspite of COVID-19 negatively impacting our numbers we do feel it is successful and we will continue this method.</p>	ENewsEx.pdf
		<p>We will use this to promote our area in places such as the Visit Southeast Montana Travel Guide and the Cody Visitor Guide. We will also use this to promote weekend and mini-vacation travel. We will use</p>	<p>Print advertising remains relevant, especially for niche</p>	<p>Return on investment on print materials is difficult to track but is an</p>	<p>Red Lodge is an incredible area and, once visited, not forgotten. Our only drawback has been a lack of</p>		<p>This was a half page print ad in Southeast Montana magazine. TBID contributed \$831.25 to this line item so we only spent \$831.25 of the \$1662.50 designated for this advertising only. We did not pay for any ad production. Visit Southeast Montana Travel covers a corridor that leads directly to Red Lodge. Making Red Lodge known to a market already traveling in our area provides a great opportunity for us to capture the travelers attention and have Red Lodge become a part of their travel plan. Yes, we find this method</p>	

Consumer	Print Advertising	<p>collaborative efforts wherever possible to maximize our budget. We have found that printed materials are good for brand recognition and support for our other marketing campaigns, especially those surrounding events. This method includes ad production and placement for print advertising.</p>	<p>markets. Return on investment on print materials is difficult to track but is an essential part of a comprehensive marketing plan. We feel that it is important to have placement in our direct drive and flight markets to stay top of mind as a travel destination.</p>	<p>essential part of a comprehensive marketing plan. We feel that it is important to have placement in our direct drive and flight markets to stay top of mind as a travel destination.</p>	<p>awareness of our area compared to surrounding towns. By targeting visitors already traveling in nearby areas we can draw these visitors in with an expectation that some percentage of them will return as repeat visitors.</p>	\$1,300.00	<p>successful and we will continue to use it in the future. Distribution of this magazine is 80,000 copies with an estimated readership of 230,000.</p> <p>The Cody Enterprise magazines has a total distribution of 130,000 copies delivered to 7 different states (Wyoming, Montana, North &amp; South Dakota, Idaho, Utah, and Nebraska) which are in our drive market. As mentioned above, Making Red Lodge known to a market already traveling in our area provides a great opportunity for us to capture the travelers attention and have Red Lodge become a part of their travel plan. This was a new campaign targeted to start at the beginning of our tourist season. Once again, due to the effects of the pandemic, we are having difficulty measuring the effectiveness of this campaign. We will analyze this more fully when we have a better idea of how to sort the pandemic information.</p>	CodyEnterprise SEMT.pdf
		<p>Having funds available to support events gives organizers a stronger incentive to choose Red Lodge as the host for events. At the moment, funds are dedicated to TBEX and MINT. Our remaining rollover funds will also go to supporting events.</p> <p><b>TBEX -</b></p> <p>TBEX will be in Billings this year. Red Lodge, Yellowstone Country, VisitBillings as well as other interested parties will be dedicating time and</p>	<p>Red Lodge is an incredible area and, once visited, not forgotten. Our only drawback has been a lack of awareness of our area compared to</p>		<p>Red Lodge promotes numerous events in our area with which we try to give visitors a reason to come to Red Lodge as well as reasons to stay and play longer. We plan to support events such as</p>			

Events	Multi-Media Marketing	<p>funding to place Montana in the forefront and top of mind awareness for this elite group of travel planner and bloggers.</p> <p><b>MINT Film Festival</b></p> <p>Red Lodge will again partner with Montana International Film Festival (MINT) and Art House Cinema to bring a film festival to Red Lodge. MINT is collaborating with industry professionals to bring new ideas and strategy to redefine what a world-class film festival could be. We are developing special screenings and events for the Red Lodge community that will be exclusive to Red Lodge. Festival patrons will have to travel to Red Lodge to participate in said events. Both a fall MINT and a spring MINT are planned.</p>	<p>surrounding towns. Multi-day events increase visitor's likelihood of extending their stay in our area. In addition, Red Lodge uses these events to leverage our dollars to maximize media presence and PR exposure surrounding these events.</p> <p>Art House Cinema is a 501(c)(3) non-profit organization in Billings, Montana. We first opened in 2015 and had been programming films, special events, special film screenings, and bringing in special guests since day one. We have conducted several community surveys in YellowstoneCounty to evaluate the demand for a film festival, and the support is overwhelming.</p>	<p>Success will be measured by response, increased exposure (distribution) through print and digital media and continuation of annual activities such as events and festivals.</p>	<p>Winterfest, TBEX, Post TBEX, MINT Film Festival, Wedding Shows, and Shredfest.</p> <p>Positioning the MINT Film Festival in Red Lodge will provide destination options for out-of-state visitors and travelers from surrounding communities. Festival guests can travel to Red Lodge and experience the mountains and not miss out on the MINT Film Festival. We believe a film festival in September will attract more tourism to Red Lodge and increase Montana's film and culture footprint.</p>	\$1,952.40	<p>No funds were spent in FY20 on this method. We planned to support events Winterfest, TBEX, Post TBEX, spring (March) MINT Film Festival, Wedding Shows, and Shredfest. Much of our plan had to change due to Covid 19. We were able to host TBEX and Winterfest through joint ventures and Post TBEX through Fam Tours and the fall in person MINT Film Festival, but not the spring MINT Film Festival, wedding show and Shredfest, along with many other events in our area that were cancelled inFY20 due to COVID19. So no marketing dollars were spent on this line item. Although it may seem unsuccessful, it was due to the COVID19 travel and gathering restrictions so we feel this will be a successful method in future years. We will continue to allocate funds to Multi Media Marketing with expectation that events will return.</p>	
		Red Lodge will use the 20% budget		Red Lodge will remain within	Red Lodge's administrative efforts supports the			

Marketing Support	Administration	<p>allowed for administration and will follow the Regulations and Procedures when using Lodging Tax Revenue in order to maintain our status.</p>	<p>Red Lodge remains within the 20% budget allowed for administration and will follow the Regulations and Procedures when using Lodging Tax Revenue.</p>	<p>the 20% budget allowed for administration and will continue to follow Regulations and Procedures when using Lodging Tax Revenue.</p>	<p>Montana Brand. We communicate a consistent and effective marketing identity using the Montana Brand and the Red Lodge Brand to promote tourism from within the Red Lodge office.</p>	\$4,800.60	<p>Yes, it was successful and we will do it again. Red Lodge stayed within the 20% allowable budget and continues to follow Rules and Regulations when using Lodging Facility Use Tax Revenue. Required reports are always submitted on time. Red Lodge will continue to use admin funds to maintain our office. Total bed tax receipts \$25,501 20% threshold \$5,100, total admin spent \$5,100.</p>	
Marketing Support	Opportunity Marketing	<p>Having \$1000 reserved for Opportunity Marketing prepares us to take advantage of prospects that will protect and promote Red Lodge to that which we cannot foresee at the given time. These funds will also be available for co-operative marketing opportunities. Our strategy is to be prepared for these opportunities.</p>	<p>We have been working together with Yellowstone Country, the Red Lodge Tourism Business Improvement District and Red Lodge Merchants and Lodging Association to better place ourselves for continued collaborative opportunities.</p>	<p>We will measure success depending upon the specific opportunity. The opportunities that were taken advantage of were events so attendance was used to gauge success and response.</p>	<p>Opportunities arise that we don't always foresee, such as an opportunity to showcase the community or to mitigate negative publicity from a natural disaster such as forest fire or other natural disaster. Opportunity Marketing allows us to position ourselves as premier vacation destinations no matter what the challenge. Staying in front of the news through all modes of communication will provide us the sustainability to maintain our revenue.</p>	\$1,000.00	<p>The CVB had an opportunity to participate in the fall, in-person MINT Film Festival held in September of 2019 (FY20)- We partnered with our TBID for the 2019 MINT Film Festival Red Lodge that was a two-day event at the Historic Roman Theater on September 27 - 28, 2019. We had approximately 375 people in attendance over both days. A poll conducted by MINT during the festival week determined that 82 visitors were from out of town or out of state. In total, 39 room nights were booked from those 82 visitors. This method was successful in spite of the negative impact from COVID19 in spring of 2020.</p> <p>The CVB had an opportunity to participate in the annual Christmas Stroll in first week of December 2019 -We partnered with TBID to host the 29th annual Christmas Stroll, a two-day event held Friday, December 5th and Saturday, December 6th, 2019. We spent \$500 on joint advertising in out of state publications and mixed media. See attached ad copy. There were at least 2500 people in attendance each night. Hotels and other lodging venues report being fully booked both nights of Christmas Stroll. Christmas Stroll has become a very popular return visit event for Red Lodge with many families planning their return to Red Lodge for Stroll a year in advance. We were successful in capitalizing on this opportunity and we will continue to include Opportunity Marketing in our future plans and budget.</p>	<p>FY20OpportunityMarketing2019ChristmasStrolladcopy.pdf</p>
					<p>In addition to being required attendance in order to meet the terms for participation, both the TAC meetings and Governor's</p>			

Marketing Support	TAC/Governor's Conference meetings	<p>These meetings are informative and necessary for us to perform to our best ability in presenting a strong organization and staying informed of the rules and regulations in tourism.</p>	<p>These meetings play an important role for accomplishing increased brand recognition within the tourism industry. Travel time and mileage is allowed for this budget due to distances to travel to meetings. With our small budget, this provides opportunities for Red Lodge to learn and grow that we likely would not otherwise be able to afford.</p>	<p>Success will be measured by attendance at TAC meetings and information distribution.</p>	<p>Conference provide important information that keeps us informed on tourism trends, updates, rules and regulations, and provides useful marketing tools and information on opportunities we might otherwise miss.</p> <p>These dollars helped to offset the travel costs associated with the Governors Conference and four TAC meetings during this Fiscal Year.</p> <p>Red Lodge appreciates the opportunity to attend Tourism Advisory Council Meetings as well as the Governor's Conference. The Red Lodge Chamber sent Sherry Weamer to the Governor's Conference and Julie Karnos &amp; Sherry Weamer to the TAC meetings. This event brings industry professionals together and connects stakeholders and business owners. Sherry Weamer</p>	\$2,250.00	<p>Yes, what we were able to do was successful and we will continue to fund this method. Executive Director Sherry Weamer and Julie Coe attended all in person and virtual TAC meetings.</p> <p>TAC meetings provided staff with information and a platform to engage with all Regions, CVBs, MOTBD, and the council members. Relationships are a constant work in progress, these agendas can be very informative beneficial for all involved. The 2020 Governor's Conference was cancelled, however, we look forward to the Governor's Conference return next year.</p> <p>Again, the COVID19 pandemic had an impact on this method as two of the in person meetings had to be canceled. Funds were spent on travel costs associated with the in person meetings.</p> <p>Red Lodge appreciates the opportunity to attend Tourism Advisory Council Meetings as well as the Governor's Conference. This event brings industry professionals together and connects stakeholders and business owners.</p>
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					<p>attended the TAC meetings. TAC meetings ensure all Regions, CVBs, MOTBD, and partners are on the same page. Relationships are a constant work in progress, these agendas can be very informative beneficial for all involved. Yes, this is successful and we will be doing it again.</p>		
Marketing Support	VIC Funding/Staffing/Signage	<p>6% of the CVB bed tax revenue will be used for VIC Staffing. Our strategy is to increase a paid Staff person's time professionally serving the public by approximately 200 hours annually from which the CVB will supply 85 of those hours. This will have a significant impact on the service that we will be able to provide.</p>	<p>Every year over 8,000 travelers enter the Visitor's Information Center requesting information about the Area. The revenue generated by the CVB positively impacts our scope of services. We receive grant from Yellowstone Country to help staff our visitor center during peak season. The CVB staffing dollars will help extend our staffing through the peak season and into the shoulder season.</p>	<p>Success will be measured by the availability and staffing of the Visitor Information Center and by required metrics. Success will be measured by maintaining the VIC hours and staffing.</p>	<p>The funds will be applied to the fulfillment component of increasing awareness, group travel promotion and providing increased levels of quality service for Red Lodge. Increasing the staff time, the hours of operation, the efficiency and level of knowledge the Visitor Counselors will provide guidance to mitigate and dispel the challenges outlined. This centralized fulfillment component will be in place to assist group travel planners, families who visit in the winter and the secret season traveler who spends more</p>	\$1,500.00	<p>Yes, this method was successful and we will continue to include this method. In FY20 the VIC was open, staffed and hours of operation were extended to better serve the needs of our customers. We were able to extend our business hours from 9-5 (previously from 10-4) and add Saturday hours which immediately enabled us to extend our ability to answer the phones and allowed us more working time to respond to our email, and better provide in person services.</p> <p>Required reporting metrics:</p> <p>The total number of hours the visitors center was open during this grant period was 1740 and staffed 1474 hours. Mon-Sat 9am-5pm.</p> <p>CVB funds supported three staff members who worked a total of 147.5 hours; rate of pay \$11/hour.</p> <p>The top ten states with the most visitors were: MT, CO, MN, WI, PA, TX, ND, FL, CA, and WI in the order of most to least.</p> <p>We will continue to use this method as the VIC provides a valuable resource to increase our capacity for serving visitors.</p>

					time, money and resources.			
Publicity	Fam Trips	<p>We will invite media, meeting planners, group organizers and social influencers to Red Lodge with the goal of extended visits and press.</p> <p>Networking opportunities will be seized at every opportunity to build solid relationships with journalists and social media influencers – targeting those that offer insight or leads including adventure, history, culture, recreation and food and beverage publications.</p>	<p>Visitors attending meetings, weddings, conventions or other group activities, will return for an extended visit - if they have a good first experience.</p> <p>Most meetings are mid-week and off season.</p>	<p>Success will be measured by mentions in press and social media gained from influencers.</p>	<p>Red Lodge is an incredible area and, once visited, not forgotten. Our only drawback has been a lack of awareness of our area compared to surrounding towns. We have found that the more influencers and group organizers we can get to Red Lodge to experience all we have to offer, the more good press we receive.</p>	<p>\$2,000.00</p>	<p>Overall, this method was not successful as it was underutilized and what we did host was not substantial so hard to see value. Small investment produced little results.</p> <p>Fortunately, most of our influencers and FAM trip activities were related to the joint venture project TBEX and those efforts were successful. We would have had more FAM trips this spring if it weren't for the COVID19 pandemic that placed restrictions on travel and gatherings.</p> <p>FAM Tour money was spent on a support for the TBEX in Billings event - a table display and snacks *Please see attached document* The results for TBEX are reported in the Joint VEnture method.</p> <p>FAM Tour Funds were also spent hosting lunch with influencers:</p> <p>John Johnston, an influencer who was part of TBEX. His post can be found here - <a href="https://bucketlistthings.com/2019/09/30/my-montana-travels-in-the-sharing-economy/">https://bucketlistthings.com/2019/09/30/my-montana-travels-in-the-sharing-economy/</a> We were not pleased to find his focus was not so much on his Montana experience but on how to get through as cheaply as possible. This is not the consumer we are targeting or attracting.</p> <p>Carla and Jason Rupp- <a href="https://www.facebook.com/carlarupp">https://www.facebook.com/carlarupp</a>. While they did make posts as promised, we didn't see their contributions as substantial for drawing consumers to the area.</p> <p>While we would not host these specific influencers again in the future, we do believe FAM trips with the right influencers or journalists are an extremely valuable method and we have learned more about who and what we want delivered so that we will continue this method in the future.</p>	<p>TBEXDisplayItineraries (1).pdf</p>
						<p>\$24,003.00</p>		

### Marketing Method Evaluation Attachments

Attachment 1

FY20RedLodgeCVBBudgetToActualReport+UpdatedPieChart.pdf

Attachment 2

FY20JVRedLodgeTBEXfam.pdf

**Attachment 3**

**Attachment 4**

**Attachment 5**

**Attachment 6**

**Attachment 7**

**Attachment 8**

**Attachment 9**

**Attachment 10**

***Marketing Method Budget***

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget (optional)
Consumer	Electronic Adv - Newsletter, E-blast	\$1,300.00	\$0.00
Consumer	Travel Guide	\$2,725.00	\$0.00
Consumer	Social Media	\$200.00	\$0.00
Consumer	Joint Ventures	\$5,000.00	\$0.00
Consumer	Printed Material	\$5,000.00	\$0.00
Consumer	Online/Digital Advertising	\$3,500.00	\$0.00
Consumer	Print Advertising	\$4,103.20	\$0.00
		\$21,828.20	\$0.00
Events		\$0.00	\$0.00
		\$0.00	\$0.00
Marketing Support	Administration	\$5,374.74	\$0.00
Marketing Support	Opportunity Marketing	\$2,000.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$2,225.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$1,500.00	\$0.00
		\$11,099.74	\$0.00
Publicity	Fam Trips	\$1,150.00	\$0.00
		\$1,150.00	\$0.00
		\$34,077.94	\$0.00

***Miscellaneous Attachments***

Description	File Name	File Size
Visitor Stats for 2018	2018 VIC Count for CVB FY20.pdf	159 KB
Beartooth Highway Economic Impact Study	Beartooth Highway Economic Impact Study.pdf	4.4 MB
FY20 Marketing Plan Red Lodge	FY20 Red Lodge CVB Marketing Plan.pdf	344 KB
2018 Travel Planner Results	Travel Planner Results 2018.pdf	61 KB

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

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<b>Description</b>	<b>File Name</b>	<b>File Size</b>
Red Lodge Application for Lodging Tax Revenue FY20	Application for Lodging Tax Revenue Y20.pdf	369 KB
Red Lodge Certificate of Compliance FY20	Certificate of Compliance FY20.pdf	526 KB
Red Lodge Pledge of Understanding FY20	Pledge of Understanding FY20.pdf	405 KB

