### Grant Details

**Grant Title:** FY21 Gardiner CVB Marketing Plan

**Grant Number:** 21-51-017

**Grant Status:** Underway

**Applicant Organization:** Gardiner Chamber of Commerce

**Grant Contact:** Terese Peltoff

**Award Year:** FY21

**Program Area:** DOC Office of Tourism

**Contract Dates:**

- Contract Sent: 06/15/2020
- Contract Executed: 06/30/2021
- Project Start: 07/01/2020
- Project End: 08/30/2021

**Contract Number:** 21-51-017

**Grant Administrator:** Barb Sanem

**Grantee Contact:** Terese Peltoff

**Award Year:** FY21

**Program Area:** DOC Office of Tourism

**Grantee Contact:** Terese Peltoff

**Grant Title:** FY21 Gardiner CVB Marketing Plan

---

### Community & Brand Support

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

The small hamlet of Gardiner, known as “Nature’s Favorite Entrance to Yellowstone National Park”, is located in southwest Montana at the North Entrance to Yellowstone National Park. Nestled between the Absaroka-Beartooth and the Gallatin Mountain ranges, Gardiner is surrounded by approximately 10 million acres of public lands. The community enjoys year-round access to the Yellowstone River—the longest free-flowing river in the lower 48 states. Since the early 1880’s, Gardiner has served as the original entrance to Yellowstone National Park and is grooved by the historic Roosevelt Arch, dedicated by President Theodore Roosevelt in 1903. Our community’s small-town Montana charm, natural splendor, and abundant wildlife make it a unique “home on the range” for our nearly 900 residents. Year-round access to Yellowstone’s Northern Range truly differentiates Gardiner from other Yellowstone gateway communities. The community also enjoys a rich history as the original entrance to Yellowstone National Park, which has left a flavor of Old West heritage evidenced by historic buildings and the Roosevelt Arch.

In the mere months since the emergence of COVID-19 Gardiner has already experienced a significant economic impact. Gardiner is comprised of mainly small family owned and seasonally operated businesses – whose financial future is almost solely dependent on tourism revenue generated from May – September. Being that the Gardiner Chamber of Commerce & CVB rely on membership dues, resort tax collections, and the lodging tax to operate this economic impact is also being felt at our organization.

Since the implementation of Montana’s stay at home order visitors to Gardiner have ceased. While this order has since been lifted, the phased reopening of our state has begun, and Montanans are encouraged to travel through-out the state – it is still not clear when the North Entrance to Yellowstone will open. Yellowstone’s closure paired with the 14 day out of state traveler quarantine has been Gardiner’s biggest challenge – as it makes clear communication with potential travelers and previously booked guests next to impossible.

In response to COVID-19 the Gardiner Chamber of Commerce & CVB has continuously evolved our marketing message making it clear to travelers that when the time is right Gardiner will be ready and we welcome your business. While phase 2 for Montana is set to go in place on June 1st and the Montana gates to Yellowstone are on track to also open on this date, June 1st is not definite for the North gate, and presenting a transparent message will be crucial. With this in mind, moving forward our campaigns will still reflect past successes – highlighting Gardiner’s extensive local wildlife, small town charm, and historic past – and incorporate new messaging that underscores Gardiner’s eagerness for the travelers return, heightened safety and cleaning practices, and ample open spaces perfect for social distancing. To ensure a successful recovery, from both an economic standpoint and for the safety of our residents, we recognize that above all else Gardiner’s marketing message must be flexible – we are committed to doing just that.

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

**Challenges:** Challenges include residential housing shortages, short-term rentals creating a lack of affordable housing, public/private wildlife controversies, and lack of year-round staffing. In the winter and shoulder seasons, the lack of year-round staffing and a much lower visitation rate make it difficult for businesses to remain open—resulting in a shortage of accessible visitor amenities. Gardiner’s remote location also presents issues for visitor access and awareness. When all park roads are open, some visitors may choose to bypass Gardiner on their way to Yellowstone National Park. A newly anticipated challenge will be navigating the final phase of the Gardiner Gateway Project which includes adding an additional lane and kiosk to improve traffic flow and reduce lines into the park. This phase will not be completed until end of 2021 and will causes delays for travelers entering Yellowstone through the North Gate.
Opportunities: The largest opportunity for tourism growth in Gardiner is in the winter and shoulder seasons. According to National Park Service vehicle gate counts for 2019, October through May only contribute to approximately 20% of total North Entrance visitation. The primary goal of our long-term marketing efforts continues to be focused on attracting more visitors during that time through a comprehensive marketing plan.

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

Describe your destination.

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

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

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

Optional: Include attachments here

Gardiner MT_Visitor Perceptions Image and Spending Before.pdf

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

The target market for increasing all visitation remains the geo-traveler. Efforts should target promoting the outdoors to the authentic experience seeker and wildlife enthusiast.

Adventurous families:
Couples and families, ages 45-54

College-educated
United States—especially from California, Texas, Washington
Affluent $80,000+ per year

Interested in travel
Source: 2018 Profile of the Winter Enthusiast study: Destination Analysts. FY20 VisitGardinerMT.com Google analytics

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

Most often from Washington, California, Idaho, Illinois, and Utah
Affluent $75,000 + per year

Median age 60
Travel in couples
Source: Gardiner and Yellowstone Country Nonresident Visitors: ITRR interactive data report 2018. FY20 VisitGardinerMT.com Google analytics

b. What are your emerging markets?

International travelers interested in Yellowstone National Park

Most often from Canada, India, United Kingdom, Australia, Germany, and France.

International travelers particularly from Canada, India, the United Kingdom, Australia, Germany, and France appear to be an emerging market for Gardiner, Montana. Data from 2019 Gardiner Visitor Information Center visitor surveys show that Chinese visitors have declined and visitors from Canada, the United Kingdom, and Australia are our most common countries of origin for international travelers.

VisitGardinerMT.com Google analytics data from FY20 supports this information; it shows that the majority of international website users were from the aforementioned countries—India with 4,119 users, Canada with 1,615 users, the United Kingdom with 1,031 users, France with 701 users, Germany with 586 users, and Australia with 621 users.

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

Source: 2019 Gardiner Welcome Center survey data. FY20 VisitGardinerMT.com Google analytics

Optional: Include attachments here

FY20 VisitGardinerMT.com Google analytics

Source: 2018 Profile of the Winter Enthusiast study: Destination Analysts.

2019 visitor survey data from the Gardiner Visitor Information Center shows our visitors are most often from Texas, California, and Washington, and spend their time primarily wildlife watching and enjoying Yellowstone National Park. Internationally, Canada continues to rank first followed by the United Kingdom, Australia, Germany, and France following for the top five. This is relatively consistent with years past, although visitors from China have shown a steady decline.

Drawing from information outlined in the Gardiner Visitor Information Center data, ITRR reports, results from our digital ad campaigns through our web agency TGG, and VisitGardinerMT social media Google analytics, we believe our target markets can be divided into three categories: adventurous family travelers, mature geotravelers, and international visitors. In the attached document you will see detailed metrics supporting our target markets. Before reading it is important to note the countries the in the Google Analytics Demographics FY2020. You will see that India, Pakistan, Indonesia, and Bangladesh are among our top 10 international visitor markets. After discussing the traffic with our web agency TGG, it was found that while these were top visitors to the site the bounce rate was extremely high and amount of time spent on the site was extremely low. We concluded that these were most likely informational campaign bots and not a potential target market.

Optional: Include attachments here

Gardiner MT_Visitor Perceptions Image and Spending Before.pdf
Promote the Gardiner destination in a way that we can anticipate exceeding the forecasted bed tax collections.
Increase visitor travel to the Gardiner area in the winter and shoulder seasons.
Increase visitation to the State particularly during the shoulder and winter seasons.
Increase our digital presence including social media reach/engagement by 25% and website traffic by 50%.
Increase our digital campaign results by 20%.
Maintain our metric reporting system that has comprehensively tracked marketing and campaign success in previous years.

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

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

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

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

We would love to participate in Joint Ventures with Yellowstone Country and our regional CVBs to bring influencers and/or travel writers to Gardiner in the winter months. We feel that Gardiner offers a highly desirable winter experience with our abundant wildlife and opportunities for cross-country skiing and snow tours in Yellowstone National Park. Due to budget constraints it would be valuable to us to partner with Yellowstone Country or other regional CVBs in order to make this happen in FY21.

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

Yellowstone Country-TripAdvisor
For several years now we have participated in the TripAdvisor Pages Joint Venture offered through Yellowstone Country. TripAdvisor is a key platform for destination marketing and we have found the ability to have a presence on this site and the ability to provide content to be moderately successful. We hope to see improvements in our banner ad and click through rates and impressions in the future and will continue to monitor the metrics of these ads to determine if we want to continue this program in FY21.

MTOT RootsRated JV-
In FY18 we took advantage of the match program with Rootsrated to create custom content for our webpage and online platforms. With limited staffing we are not able to create content as frequently as we would like and we have found that blog posts and articles are key drivers to our website that generated 823 traveler leads. We have found that by partnering with organizations in our region, county, and state the benefits are exponential, including but not limited to an elevated print and online presence.

In FY20 we were able to partner with Yellowstone County on a print campaign that not only gained us exposure in Midwest Living and Sunset Magazines but from this joint venture we received over 200 valuable marketing leads that were used to specifically target travelers via mail and email. Our participation in programs like this have helped us to make the most of our small operating budget and limited staff time and promote awareness of Gardiner as a year-round destination.

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

How do you plan to measure success?

We have a small operating budget and partnering with other tourism organizations allows us the ability to enter bigger markets and leverage a team of experts that would otherwise be unavailable to us.

In response to the COVID-19 pandemic we believe that allocating a large portion of our budget to Joint Ventures will help us remain flexible and open to opportunities that would increase Gardiner’s awareness as a destination. We understand that people will be re-evaluating how they travel and re-opening the door to Gardeners as a year-round destination.

Yellowstone Country-Winter Season print cooperative: This JV was successful. The GCVB was able to participate in two joint ventures with Yellowstone County.

Yellowstone Country-TripAdvisor
Winter Season print cooperative: This JV was successful. The GCVB was able to participate in two joint ventures with Yellowstone Country.

Yellowstone Country-Distinctly Montana: This JV was successful. The GCVB was able to participate in two joint ventures with Yellowstone Country.

Yellowstone Country-Powder Magazine: This JV was successful. The GCVB was able to participate in two joint ventures with Yellowstone Country.

MTOT RootsRated JV-
In FY18 we took advantage of the match program with Rootsrated to create custom content for our webpage and online platforms. With limited staffing we are not able to create content as frequently as we would like and we have found that blog posts and articles are key drivers to our website that generated 823 traveler leads. We have found that by partnering with organizations in our region, county, and state the benefits are exponential, including but not limited to an elevated print and online presence.

How do you plan to measure success?

We have a small operating budget and partnering with other tourism organizations allows us the ability to enter bigger markets and leverage a team of experts that would otherwise be unavailable to us.

In response to the COVID-19 pandemic we believe that allocating a large portion of our budget to Joint Ventures will help us remain flexible and open to opportunities that would increase Gardiner’s awareness as a destination. We understand that people will be re-evaluating how they travel and re-opening the door to Gardeners as a year-round destination.

Yellowstone Country-Winter Season print cooperative: This JV was successful. The GCVB was able to participate in two joint ventures with Yellowstone County.

Yellowstone Country-TripAdvisor
Winter Season print cooperative: This JV was successful. The GCVB was able to participate in two joint ventures with Yellowstone Country.

Yellowstone Country-Distinctly Montana: This JV was successful. The GCVB was able to participate in two joint ventures with Yellowstone Country.

Yellowstone Country-Powder Magazine: This JV was successful. The GCVB was able to participate in two joint ventures with Yellowstone Country.

MTOT RootsRated JV-
In FY18 we took advantage of the match program with Rootsrated to create custom content for our webpage and online platforms. With limited staffing we are not able to create content as frequently as we would like and we have found that blog posts and articles are key drivers to our website that generated 823 traveler leads. We have found that by partnering with organizations in our region, county, and state the benefits are exponential, including but not limited to an elevated print and online presence.

How do you plan to measure success?

We have a small operating budget and partnering with other tourism organizations allows us the ability to enter bigger markets and leverage a team of experts that would otherwise be unavailable to us.

In response to the COVID-19 pandemic we believe that allocating a large portion of our budget to Joint Ventures will help us remain flexible and open to opportunities that would increase Gardiner’s awareness as a destination. We understand that people will be re-evaluating how they travel and re-opening the door to Gardeners as a year-round destination.

Yellowstone Country-Winter Season print cooperative: This JV was successful. The GCVB was able to participate in two joint ventures with Yellowstone County.

Yellowstone Country-TripAdvisor
Winter Season print cooperative: This JV was successful. The GCVB was able to participate in two joint ventures with Yellowstone Country.

Yellowstone Country-Distinctly Montana: This JV was successful. The GCVB was able to participate in two joint ventures with Yellowstone Country.

Yellowstone Country-Powder Magazine: This JV was successful. The GCVB was able to participate in two joint ventures with Yellowstone Country.

MTOT RootsRated JV-
In FY18 we took advantage of the match program with Rootsrated to create custom content for our webpage and online platforms. With limited staffing we are not able to create content as frequently as we would like and we have found that blog posts and articles are key drivers to our website that generated 823 traveler leads. We have found that by partnering with organizations in our region, county, and state the benefits are exponential, including but not limited to an elevated print and online presence.

How do you plan to measure success?

We have a small operating budget and partnering with other tourism organizations allows us the ability to enter bigger markets and leverage a team of experts that would otherwise be unavailable to us.

In response to the COVID-19 pandemic we believe that allocating a large portion of our budget to Joint Ventures will help us remain flexible and open to opportunities that would increase Gardiner’s awareness as a destination. We understand that people will be re-evaluating how they travel and re-opening the door to Gardeners as a year-round destination.

Yellowstone Country-Winter Season print cooperative: This JV was successful. The GCVB was able to participate in two joint ventures with Yellowstone County.

Yellowstone Country-TripAdvisor
Winter Season print cooperative: This JV was successful. The GCVB was able to participate in two joint ventures with Yellowstone Country.

Yellowstone Country-Distinctly Montana: This JV was successful. The GCVB was able to participate in two joint ventures with Yellowstone Country.

Yellowstone Country-Powder Magazine: This JV was successful. The GCVB was able to participate in two joint ventures with Yellowstone Country.

MTOT RootsRated JV-
In FY18 we took advantage of the match program with Rootsrated to create custom content for our webpage and online platforms. With limited staffing we are not able to create content as frequently as we would like and we have found that blog posts and articles are key drivers to our website that generated 823 traveler leads. We have found that by partnering with organizations in our region, county, and state the benefits are exponential, including but not limited to an elevated print and online presence.

How do you plan to measure success?

We have a small operating budget and partnering with other tourism organizations allows us the ability to enter bigger markets and leverage a team of experts that would otherwise be unavailable to us.

In response to the COVID-19 pandemic we believe that allocating a large portion of our budget to Joint Ventures will help us remain flexible and open to opportunities that would increase Gardiner’s awareness as a destination. We understand that people will be re-evaluating how they travel and re-opening the door to Gardeners as a year-round destination.

Yellowstone Country-Winter Season print cooperative: This JV was successful. The GCVB was able to participate in two joint ventures with Yellowstone County.

Yellowstone Country-TripAdvisor
Winter Season print cooperative: This JV was successful. The GCVB was able to participate in two joint ventures with Yellowstone Country.

Yellowstone Country-Distinctly Montana: This JV was successful. The GCVB was able to participate in two joint ventures with Yellowstone Country.

Yellowstone Country-Powder Magazine: This JV was successful. The GCVB was able to participate in two joint ventures with Yellowstone Country.
We will create a desired list of photos on the images and/or videos we feel are missing in our collection (destination and annual community events calendar) and put out a call to local photographers to Resolution for which we will then pay a site license fee. These photos will then be available for use on the website, print advertising campaign, social media advertising campaign, online advertising campaign, and promotional products.

Because people respond positively to visual content, simply adding a relevant photo to your print, online, and social media campaigns can grab someone's attention. Brilliant images can increase engagement and traffic. Research has shown that including images and video in marketing is important for some of the following reasons:

- When people hear information, they're likely to remember only 10% of that information three days later. However, if a relevant image is paired with that same information, people retained 60% of the information three days later. (Source)
- Using the word "video" in an email subject line boosts open rates by 19% and click through rates by 3% Eyetracking studies show internet readers pay close attention to information carrying images. In fact, when the images are relevant, readers spend more time looking at the images than they do reading text on the page. (Source)
- Facebook posts with images see 2.3X more engagement than those without images. (Source)
- Tracking studies show internet readers pay close attention to people.
- Website visitors by increase in our website. Increased traffic to site.
- Monitoring our new travel. Downloads. Addressing, and at more useable email list with at least 200 building to our email videos, continue promotion our promotional campaigns and on our social media for the next several years.

Success of this method would be determined by the ownership of 2-10 high resolution photos and/or video for use in advertising campaigns and on social media for the next several years.

In FY22 we were able to significantly build out our photo library. However, we are requesting funding again this year to give us the ability to add images and/or video for use in our marketing plan. With having a smaller budget and partnering with other tourism organizations allows us the ability to enter larger markets and leverage a team of experts that would otherwise be unaffordable to us.

This method was successful. While we did not meet our goal to increase overall web traffic by 40% or 159,928 people VisitGardinerMT.com received 139,263 users in FY21, a 24.77% increase from FY20. There was not an increase on clicks of the Gardiner promotional videos but neither a minimal decrease of 8% compared to FY20. The GCVB will continue to evaluate the landing page of our promotional videos and assess if there a better placement area. It must be noted that at the beginning of FY22 the Gardiner Four Semason promo video was added to the header in VisitGardinerMT.com. Promote, making it the first item a website visitor sees. The GCVB had 1,259 travel guide downloads in FY21. This exceeded our success metrics of at least 200 downloads and was also an increase of 128.6% compared to FY20. The GCVB was able to acquire 191 usable subscriptions from our Quarterly Travel E-newsletter signing from on VisitGardinerMT.com. While this is less than 200, these email addresses are a valuable way to be able to communicate with interested travelers to the area.

The GCVB will continue to use this method in the future to keep our photo/video library current with assets that support our marketing plan.


Indicate travel decisions and that they may have to market the winter season in addition to the shoulder and winter seasons. We believe that partnerships with the State, Yellowstone County, and regional partners will give us the most leverage to do so.

The GCVB will continue to utilize Joint Ventures with Yellowstone Country, MOTBD, and Regional Partners on prospects as applicable to our marketing plan. With having a smaller budget and partnering with other tourism organizations allows us the ability to enter larger markets and leverage a team of experts that would otherwise be unaffordable to us.

Indicate travel decisions and that they may have to market the winter season in addition to the shoulder and winter seasons. We believe that partnerships with the State, Yellowstone County, and regional partners will give us the most leverage to do so.
In FY19, Gardiner’s Facebook following increased over 200%, followed by a 20% growth in FY19 and a 25% growth in FY20. From FY19 to FY20, Gardiner’s Instagram following increased 25% to continue to increase our audience reach and brand awareness. We will use targeted advertising, such as boosts and paid placements in a variety of social media content including website photos, blog post links, articles, and community events that align with the Gardiner brand. Additionally, we will work with local writers to create content for our VisitGardinerMT blog to assist with travel planning, inspire future trips, and increase time spent on our website.

Consumer Social Media

At the start of 2020, there were 3.8 billion social media users worldwide. 49% of the world’s total population. Social media continues to grow as a tool for consumers to educate themselves about travel options, share information with other travelers, and purchase lodging and tours. Social media allows our organization to represent the story of our community and illustrate the experience visitors will have while simultaneously leveraging the power of recommendation – friends seeing other friend’s posts and being persuaded to visit our ward. (Source: https://databyteportal.com/social-media-users/)


Also see attached social media analytics from 2019-2020.

We will track the success of paid boosts, live, and ads in terms of reach and engagement over the next year using Facebook and Instagram analytics. The metrics for likes, reach, engagement, demographics, etc. will be reported on quarterly followed by a plan to adjust our strategy in response to the outcome of these metrics.

We will monitor the number of printed materials, including but not limited to stickers, brochures, postcards, and flyers. Any visitors and other visitor centers receive from us. Our goal will be to distribute at least 75% of the materials throughout the fiscal year before we need to do a reprint. The more stickers, postcards, etc. that are distributed the more awareness the public will have of Gardiner as a brand and destination.

The success of this method will be measured by the completed design and placement of all printed postcards in a variety of regional and local publications. Our goal is to reach potential visitors with information on all fronts on how they can enjoy Gardiner in the shoulder and winter seasons. In FY21 we would like to earmark funds for appropriate imagery and text to foster trip planning inspiration. See attachment FY21 Google Analytics Report Visit Gardiner MT.pdf

This method was successful as indicated by an over all increase of 13.45% in Facebook followers (45,852) and a 65.4% increase in Instagram followers (7,553). Though we did not reach our ultimate Q4 goals of 46,190 Facebook followers and 8,562 Instagram followers we will largely increased our following in the midst of constant algorithm changes on both platforms. (See attachments FY21 Social Media Tracking Print Gardiner MT.pdf & FY21 Social Media Tracking Instagram.pdf)

Social media provides a tool to expand our reach to both targeted audiences through paid promotional posts and to a broader audience through organic post reach and user generated content.

The GCVB will continue to use this method in the future to promote our brand awareness, engagement to our website, encourage repeat visitors to Gardiner, and educate travelers to share information with others on responsible travel and destination management practices.

Consumer Printed Material

We plan to use traditional printed materials in combination with digital marketing to best reach our target audience. We have found that traditional materials are good for brand recognition and support for our other marketing campaigns, especially for events. Printed materials could include materials such as rack cards, brochures, stickers, planners, mailers, and window clings.

Results show that tested advertisements employing premium-print technologies convey a greater sense of uniqueness and prestige than conventional advertising, boost consumer attitudes toward an advertisement as well as toward the brand and enjoy higher ratings on measures of willingness to buy, positive word of mouth, and consumer willingness to pay a price premium.


Specifically, the GCVB had to do one reprint in FY22 of our Gardiner postcard that are handed out to visitors. Meaning that over 1,200 Gardiner postcards were distributed to visitors. Additionally, it is worth noting that while the Gardiner stickers did not require a reprint in FY20 their stock was incredibly low at the end of the fiscal year indicating that supply and demand were closely matched. This supports the effectiveness of this method.

Also see attached FY21 Social Media Tracking.pdf

The GCVB had to do one reprint in FY22 of our Gardiner postcard that are handed out to visitors. Meaning that over 1,200 Gardiner postcards were distributed to visitors. Additionally, it is worth noting that while the Gardiner stickers did not require a reprint in FY20 their stock was incredibly low at the end of the fiscal year indicating that supply and demand were closely matched. This supports the effectiveness of this method.

We will monitor the number of printed materials, including but not limited to stickers, brochures, postcards, and flyers. Any visitors and other visitor centers receive from us. Our goal will be to distribute at least 75% of the materials throughout the fiscal year before we need to do a reprint. The more stickers, postcards, etc. that are distributed the more awareness the public will have of Gardiner as a brand and destination.

Our primary goal is to promote Gardiner as a year-round destination. Summer visitors act as ambassadors for our community. We want to take advantage of educating summer visitors on experiences they could have if they return in the winter or shoulder seasons as well as increase their awareness that they will leave with information to pass along to their network on traveling in the Gardiner area.

Gardiner enjoys strong partnerships with the network of Montana and Wyoming DVBs, by providing printed materials to our partners we can leverage these partnerships to expand the message of our brand.

The success of this method will be measured by the completed design and placement of all printed postcards in a variety of regional and local publications. Our goal is to reach potential visitors with information on all fronts on how they can enjoy Gardiner in the shoulder and winter seasons. In FY22 we would like to earmark funds for appropriate imagery and text to foster trip planning inspiration.

appropriate imagery and text to foster trip planning inspiration. See attachment FY21 Google Analytics Report Visit Gardiner MT.pdf

This method was successful as indicated by an over all increase of 13.45% in Facebook followers (45,852) and a 65.4% increase in Instagram followers (7,553). Though we did not reach our ultimate Q4 goals of 46,190 Facebook followers and 8,562 Instagram followers we will largely increased our following in the midst of constant algorithm changes on both platforms. (See attachments FY21 Social Media Tracking Print Gardiner MT.pdf & FY21 Social Media Tracking Instagram.pdf)

Social media provides a tool to expand our reach to both targeted audiences through paid promotional posts and to a broader audience through organic post reach and user generated content.

The GCVB will continue to use this method in the future to promote our brand awareness, engagement to our website, encourage repeat visitors to Gardiner, and educate travelers to share information with others on responsible travel and destination management practices.

Consumer Print Advertising

We want to combine traditional advertising, materials with digital advertising to create a comprehensive marketing plan. We hope to continue advertising in magazines and newspapers that are played in successful advertising in FY19 and FY20, such as Explore Yellowstone and Livingstone.

Destination Analyst | https://www.destinationanalyst.com/insights-update/

Print usage in travel planning has risen close to 50% of American leisure travelers and the use of DM0 print visitor guides has risen to over 20%. While this may not signal any long-term trend there is clearly no evidence of a long-term decline in print or DMO guide usage. According to the State of the American Traveler, an independent research report by Atlas Partnership, print has consistently shown strength and even slow growth in print usage over the last five years. 24.4% of travelers rely on offline media including TV, printed newspapers, magazines, etc. for travel inspiration.

The success of this method will be measured by the completed design and placement of all printed postcards in a variety of regional and local publications. Our goal is to reach potential visitors with information on all fronts on how they can enjoy Gardiner in the shoulder and winter seasons. In FY21 we would like to earmark funds for appropriate imagery and text to foster trip planning inspiration.
With the help of our web agency TDG, in FY20, we will focus on brand awareness campaigns designed to reach key travelers to the Gardiner region in the winter and spring of 2020 and 2021. These campaigns will reinforce the brand that Gardiner is a destination no matter the season.

In FY20 we ran three different digital ad campaigns – all of which yielded impressive results showing that online advertising is worth the funding (see attached FY20 TDG Digital Campaigns Results Compiled).

1. In FY20 we ran three different digital ad campaigns – all of which yielded impressive results showing that online advertising is worth the funding (see attached FY20 TDG Digital Campaigns Results Compiled).

2. As of March 2019, a study by the World Internet Users Statistics found that 56.3% of the world’s population is online, an increase in 1,104% in the last 10 years. 89% of North America’s population is online. [https://www.internetworldstats.com/stats.htm]

3. In 2018, the #1 method nonresident visitors to Montana used to plan their trips was through an online search. (2018 ITRR Interactive Data Report). [http://itrr.umt.edu/]

4. Over 70% of U.S. travelers agree that they “always” use their smartphones when traveling, up from 41% in 2015. Travelers most frequently use their mobile devices to research

5. Visitors to the Yellowstone region in the winter and spring of 2020 and 2021 will be greeted with an online display ad that reinforces Gardiner’s abundant wildlife and year-round access to Yellowstone. Both campaigns will use a combination of advertising tactics including remarketing to individuals who are compelled to visit the VisitGardinerMT website.

The State of the American Traveler, Destination Analysis

Despite 72% of Millennials using smartphones in trip planning (vs. only 26% of Baby Boomers) they are just as likely to use print overall, almost as likely as Baby Boomers to own an official print guide and more likely to visit a DMO website. Multimedia—indeed, “Masses of Media”—is critical for reaching and engaging with younger US travelers.

1. In FY20 we ran three different digital ad campaigns – all of which yielded impressive results showing that online advertising is worth the funding (see attached FY20 TDG Digital Campaigns Results Compiled).

2. As of March 2019, a study by the World Internet Users Statistics found that 56.3% of the world’s population is online, an increase in 1,104% in the last 10 years. 89% of North America’s population is online. [https://www.internetworldstats.com/stats.htm]

3. In 2018, the #1 method nonresident visitors to Montana used to plan their trips was through an online search. (2018 ITRR Interactive Data Report). [http://itrr.umt.edu/]

4. Over 70% of U.S. travelers agree that they “always” use their smartphones when traveling, up from 41% in 2015. Travelers most frequently use their mobile devices to research

5. Visitors to the Yellowstone region in the winter and spring of 2020 and 2021 will be greeted with an online display ad that reinforces Gardiner’s abundant wildlife and year-round access to Yellowstone. Both campaigns will use a combination of advertising tactics including remarketing to individuals who are compelled to visit the VisitGardinerMT website.

The State of the American Traveler, Destination Analysis

Despite 72% of Millennials using smartphones in trip planning (vs. only 26% of Baby Boomers) they are just as likely to use print overall, almost as likely as Baby Boomers to own an official print guide and more likely to visit a DMO website. Multimedia—indeed, “Masses of Media”—is critical for reaching and engaging with younger US travelers.

1. In FY20 we ran three different digital ad campaigns – all of which yielded impressive results showing that online advertising is worth the funding (see attached FY20 TDG Digital Campaigns Results Compiled).

2. As of March 2019, a study by the World Internet Users Statistics found that 56.3% of the world’s population is online, an increase in 1,104% in the last 10 years. 89% of North America’s population is online. [https://www.internetworldstats.com/stats.htm]

3. In 2018, the #1 method nonresident visitors to Montana used to plan their trips was through an online search. (2018 ITRR Interactive Data Report). [http://itrr.umt.edu/]

4. Over 70% of U.S. travelers agree that they “always” use their smartphones when traveling, up from 41% in 2015. Travelers most frequently use their mobile devices to research

5. Visitors to the Yellowstone region in the winter and spring of 2020 and 2021 will be greeted with an online display ad that reinforces Gardiner’s abundant wildlife and year-round access to Yellowstone. Both campaigns will use a combination of advertising tactics including remarketing to individuals who are compelled to visit the VisitGardinerMT website.

The State of the American Traveler, Destination Analysis

Despite 72% of Millennials using smartphones in trip planning (vs. only 26% of Baby Boomers) they are just as likely to use print overall, almost as likely as Baby Boomers to own an official print guide and more likely to visit a DMO website. Multimedia—indeed, “Masses of Media”—is critical for reaching and engaging with younger US travelers.
<table>
<thead>
<tr>
<th>Consumer Electronic Ad – Newsletter E-Used</th>
<th>Consumer Travel Guide</th>
<th>WebGrants – State of Montana</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using leads generated in FY19 and FY20 and new leads from VisitGardinerMT we will continue to send out a quarterly newsletter that will include original blog posts, trip planning advice, articles, photos, and upcoming events.</td>
<td>Visitors interested in visiting the Gardiner area can request either online or on the phone, a comprehensive travel guide with a full business directory and information on traveling to the area at different times of the year. Every access to a quality piece of information will help the potential visitor make their destination decision as well as extending their stay.</td>
<td>The Executive Director and Office Manager</td>
</tr>
<tr>
<td>1. According to ExactTarget’s “Mobile Behavior report” (2014), 91% of consumers check their email at least once per day on their smartphone, making it the most used functionally. 2. For every $1 spent, $4.25 is the average return on an email marketing investment.</td>
<td>According to national travel statistics 79% of requests are online or downloaded. Once the visitors guide is in their hands, 70% actually travel to the destination. Once they are on the ground 80% use it as a planning resource and 71% extend their stays as a result of the visitor guide.</td>
<td>This method was not utilized and no funds were required to be spent as no AGI meetings</td>
</tr>
<tr>
<td>3. “Most email marketing services today, like Constant Contact or MailChimp, have the cost of a subscription on the number of people you have in your contact list. While this price will vary for everyone, it is normally much cheaper than other forms of advertising.” (AddisonClarkOnline.com)</td>
<td>We will measure success by tracking increased requests for travel planners, reporting on the number of guides downloaded from VisitGardinerMT.com and reporting the number of Visitor Guides distributed and requested from regional and various state airports and visitor centers, and local businesses.</td>
<td>Although we were successful in meeting our objective to create a travel guide and free it through VIDS and to mail out and distribute free of cost, funds were used for the creation of the Travel Guide. The cost of this method will be considered and the future budget will be adjusted accordingly.</td>
</tr>
<tr>
<td>4. Our inaugural Quarterly Travel Newsletter had a 23.6% open rate and a 4.6% click rate.</td>
<td>We will measure success by tracking increased requests for travel planners, reporting on the number of guides downloaded from VisitGardinerMT.com and reporting the number of Visitor Guides distributed and requested from regional and various state airports and visitor centers, and local businesses.</td>
<td>This method was successful. The GCVB was able to cover half of the operating costs of the email distribution platform MailChimp staying within the budget. In FY21 our subscribers generated through the VisitGardinerMT.com Quarterly Travel E Newsletter Sign up Landing page grew by 78% (from 150 to 191 subscribers). Metrics from our Quarterly Travel E Newsletter a blast email we sent 375.00 total generated email leads and secured a collection of email leads through National Pets Media and a Joint Venture digital &amp; print advertisement in Midwest Living Magazine. We would like to utilize this content and these leads to continue our quarterly travel newsletter for potential Gardiner visitors.</td>
</tr>
<tr>
<td>5. Destination Analysts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. Google</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Phocuswright</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. AddisionClarkOnline.com</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Marketing Support

TAC/Governor's Conference meetings

In FY2021, the GCVB will continue to support the Governor’s Conference by enlisting the support of the CVB committee member who will present the marketing plan and/or stay abreast of the current trends and updates.

Attention of at least one individual is required at the TAC meetings and Governor’s Conference according to MOTBD rules and regulations. With our small operating budget and staff, attending these conferences have provided us with valuable insights that has helped leverage the Gardiner brand.

Traveling expenses remain within budget.

It is necessary for us to have funds budgeted in this area so that the Director and Office Manager can attend the meetings required to fulfill the parameters of the funding.

$1,300.00

There were only 19/21 virtual.

The FY201 Governor’s Conference on Tourism and Recreation was cancelled/postponed, so no funds were spent attending that specific meeting.

The GCVB will continue to utilize this method in the future if the state will take advantage of the conferences’ networking opportunities and fulfill our requirements as a CVB.

Marketing Support

Administration

We are a small but growing Chamber of Commerce/CVB with limited funding. Administrative Funding will support the salary of the Executive Director and Office Manager while they work on CVB-related items. For FY21 we will continue to subscribe to Publishing وهDesign services. This is also an operational necessity to be able to create original content for both online and print marketing platforms. These funds will also be used to pay for items such as legal notices for RFPs, bank account and checking fees, and postage.

Administration costs are a necessary line item in the budget. We anticipate to put 23% of new revenue collected toward administration.

The Gardiner CVB has used Administration funds every year since becoming a CVB. While it may not be directly supported by specific research, past experience has demonstrated that our organization’s operations and successful marketing relies on administrative funds. Often the Administration funds budget is added to or combined with other administrative funds provided by the joint operation of our Gardiner Chamber of Commerce. Without these funds it may not be economical or feasible to have permanent staff administering the CVB.

Maintain costs within the budget.

This is an operational method employed by the organization in order to adhere to the state statute and governing rules and regulations.

$4,926.00

The GCVB was successful in meeting our overall objective of staying within the allowable 20% for the administrative budget. A total of 12.35% of the total payments of total tax received to the GCVB.

The GCVB will continue to use the marketing method to help maintain the operations of the GCVB.

Marketing Support

Full-time/Telecommuting Call Center

In FY2021 we spent a significant portion of our budget and staff time on producing an industry-standard, comprehensive visitor guide to assist visitors in planning their trip to Gardiner. In FY2022 we established a distribution strategy that includes drop shipping brochures to regional visitor centers and airports, various state visitor centers and airports, mailing them upon request, keeping them well-stocked in the Gardiner Visitor Center and local businesses, and dropping them off in-person at regional visitor centers and airports when convenient.

To support this method in FY2022 the GCVB was able to drop ship 12,480 comprehensive Gardiner travel guides to 57 different locations in the states of Montana, South Dakota, Utah, Wyoming, and North Dakota. We also experienced a consistent theme of out of state locations requesting more guides & daily requests to have planners mailed to prospective visitors.

The guides are largely used to select attractions and restaurants in the destination, as well as review maps.

Usage & Trip Behavior:

DMA West released a report from a study done in conjunction with Destination Analysts regarding DMO Visitor Guides that support this information as well. Some of the highlights follow:

- 70.4% of these visitors characterize their trip as a vacation and 68.8% stay in a hotel.
- These trips are largely vacations in which the visitor stays in a hotel.
- The majority of visitor guide requestors initially learn about the DMO’s visitor guide on the DMO’s website or through search engine results & ads, versus it being a habit to order a guide and to distribute travel guide in our travel guide in our placement of our guidebook.
- We do not carry a large amount of printed materials that specifically compete with our local businesses, rather rack cards that promote a place, tourism organization, or activity that can be found here; along with state and city guidesbooks. Feedback we receive from travelers is very positive and appreciative and these materials are well-stocked in our visitor centers.
- The GCVB was able to drop ship 195 boxes (11,700 guides) of our guide and to distribute travel guide in our placement of our guidebook.

Success will be measured by the placement of our travel guide in our target areas including: Montana visitor centers, Montana airports, Wyoming visitor centers, South Dakota visitor centers, Idaho visitor centers, and several outdoor recreation locations in Utah.

The GCVB will continue to use this method in the future to be able to drop ship our travel guide and to distribute travel information to potential visitors.

$5,000.00

This method was successful with these funds the GCVB was able to drop ship 105 boxes (1,700 guides) or our comprehensive travel guide to 71 different locations in the states of Montana, South Dakota, Utah, Wyoming, and North Dakota. (See attachment FY21 Drop Shipping List.pdf).

The GCVB will continue to use this method in the future to be able to drop ship our travel guide and to distribute travel information to potential visitors.

$5,000.00

FY21 Drop Shipping List.pdf

We would like to continue to market online with Cooke City to promote year round travel in the Yellowstone Northern Range. We would also like to continue our support of Voices of Montana Tourism. We are also pursuing options to partner with local nonprofits on different marketing campaigns for the shoulder and winter season.

We have seen success in our joint-marketing efforts with the promotion of the Yellowstone Northern Range. The Yellowstone Northern Range video reached 79,000 people in its first posting on www.YellowstoneNorthernRange.com and had 4,863 views on Facebook, and continues to be a marketing asset for both our communities. We have found that these cooperative marketing efforts allow us to reach a larger audience and tell a more complete story of what visitors to our area can expect to experience when they come to our communities.

We felt this method was successful and we plan to budget for and participate in these ventures in the future to continue raising awareness about travel to our area in the winter months, when visitation is much lower than the warmer season.

This year we would like to have money on reserve for emerging opportunities. In order for the Gardiner CVB to be competitive in today’s market we need to be prepared for projects that can arise after the budgeting process is concluded. We would be open to print media, social media boosting, online digital advertising, SEO optimization, co-op or joint efforts.

Being prepared for future endeavors that we are not currently aware of is forward thinking and allows us being future ready in a role doing the same projects every year. Keeping marketing fresh in FY20 we were able to purchase 2 door counters through opportunity marketing funds. These door counters have allowed us to track overnight visitation in our 24 hour informational kiosk and restroom vestibule as well as provided us with more accurate visitor numbers over our previous hand tally system.

We have a small operating budget and partnering with other tourism agents allows us the ability to enter bigger markets and leverage a team of experts that would otherwise be unaffordable to us. Our collaboration with Cooke City gives us the ability to focus on year round promotion and a comprehensive visit experience to our area. We have a budget for marketing to large scale audiences through YouTube, LinkedIn, and are now operating social media pages. This cooperative allows us to update our website as well as create print advertising for the region.

Success will be measured by maintaining the Yellowstone Northern Range website, positively ranking on the Northern Range social media pages, and by utilizing the majority of the budget towards the Yellowstone Northern Range cooperative.

Success will be measured by evaluating our ability to participate and perform in future opportunities. Success will depend upon the opportunity we pursue and will be evaluated on an individual basis. We have seen success in our joint marketing efforts with the promotion of the Yellowstone Northern Range. The Yellowstone Northern Range video reached 79,000 people in its first posting on www.YellowstoneNorthernRange.com and had 4,863 views on Facebook, and continues to be a marketing asset for both our communities. We have found that these cooperative marketing efforts allow us to reach a larger audience and tell a more complete story of what visitors to our area can expect to experience when they come to our communities.

Measurements of success will depend upon the opportunity we pursue and will be evaluated on an individual basis. Previous years have indicated that when new opportunities arise we cannot participate because we have not budgeted for them. We would like to be able to take advantage of new methods and opportunities as they arise.

Previous years have indicated that when new opportunities arise we cannot participate because we have not budgeted for them. We would like to be able to take advantage of new methods and opportunities as they arise.

COVID-19 stemming from the COVID19 pandemic, we have seen a dramatic increase in camping. Due to this increase we have seen an alarming amount of neglect in camping behavior including but not limited to: improper disposal of human waste, camping in non-permitted areas, trespassing, and dispersed camping in dangerous high traffic areas/streets. With this overall lack of knowledge for how to responsibly camp we believe educating visitors with signage explaining how to properly camp, where to camp, and why you shouldn’t camp is crucial.

We collaborated with the Cooke City Chamber of Commerce once again on a winter Northern Range campaign with National Parks Trip Media (nationalparktrips.com). The campaign included a full page ad and 2 page ad/advertorial on the Yellowstone Northern Range, which appeared in the Winter Edition of the Yellowstone Grand Teton Winter Magazine (Collaborative_PG18.pdf). Due to limited staffing regular posting to the Yellowstone Northern Range social media was not maintained however our following still grew by 226.29% to 2,338 followers. The website YellowstoneNorthernRange.com was maintained and users to the site grew by 1.13% over FY20 to 6,725 total users for FY21.

The Yellowstone Northern Range campaign with National Parks Trip Media (nationalparktrips.com) was successful. We collaborated with the Cooke City Chamber of Commerce once again on a winter Northern Range campaign with National Parks Trip Media (nationalparktrips.com). The campaign included a full page ad and 2 page ad/advertorial on the Yellowstone Northern Range, which appeared in the Winter Edition of the Yellowstone Grand Teton Winter Magazine (Collaborative_PG18.pdf). Due to limited staffing regular posting to the Yellowstone Northern Range social media was not maintained however our following still grew by 226.29% to 2,338 followers. The website YellowstoneNorthernRange.com was maintained and users to the site grew by 1.13% over FY20 to 6,725 total users for FY21.
In response to the COVID-19 pandemic and a historic fire that occurred in Gardiner on July 14, 2020, we feel that there must be signage added in strategic locations to help mitigate the negative effects we have experienced from these crises.

Signs will provide continuous advertising for our message, working 24 hours a day, 7 days a week.

Supporting research for Camping related signage

An experimental study conducted by Reigner and Lawson (2009) examining the effects of messaging (indirect management) on visitor behavior at Haleakala National Park in Hawaii revealed that the type of messaging provided in visitor education materials can positively influence visitor behavior (in this case, the decision of whether or not to explore pools) which may result in resource degradation. This study suggests that in some situations, indirect management practices may be effective in changing visitor behavior so as to minimize resource degradation.

Supporting research for signage related to the fire

- 75% OF AMERICANS HAVE TOLD SOMEONE ELSE ABOUT A BUSINESS AS A REACTION TO YOUR SIGNAGE.
- 68% OF AMERICANS HAVE MADE A PURCHASE BECAUSE A SIGN CAUGHT THEIR INTEREST.
- ON AVERAGE, ONE ADDITIONAL ON PREMISE SIGN RESULTS IN AN INCREASE IN ANNUAL SALES REVENUE OF 4.75%.

Publicity: Fam Trips

We will seek out an individual(s) that align with the following

- to visit Gardiner during the fall, winter or spring.
- to create a detailed and organized itinerary for the individual or organization and ask for deliverables including but not limited to original photography, blog posts, print piece. We would encourage partnering with a local business, region, or GCVB to help stretch the budget for this segment.


In fact, the survey reveals that earned media is still, by leaps and bounds, the most powerful resource for influencing purchasing decisions and business outcomes. According to the study, traditional media outlets are still the most trusted sources of news, followed by influencer-driven news. News generated by companies themselves, however, ranked as the least influential. Further, the majority of journalists surveyed (65%) agree that the more the (traditional) media covers a brand, the more credible the brand appears (within reason, of course; they also cautioned that too much coverage looks suspicious).

Some other key takeaways from the study include:

- Almost half of respondents (47%) consider earned media the most influential medium when it comes to view earned media as most influential medium for driving purchasing decisions and business outcomes.
- 44% of respondents feel that today’s campaigns require a combination of traditional, social and paid media.
- Almost half of respondents (49%) consider earned media the most influential medium of all when it comes to view earned media as most influential medium for driving purchasing decisions and business outcomes.
- 47% of respondents (47%) consider earned media the most influential medium of all when it comes to view earned media as most influential medium for driving purchasing decisions and business outcomes.
- 47% of respondents (47%) consider earned media the most influential medium of all when it comes to view earned media as most influential medium for driving purchasing decisions and business outcomes.

Supporting research for signage related to the fire

The future of the property is unknown. The GCVB may continue to use this method in the future if a crisis occurs. [See attachment FY21 Crisis Management]

Success will be measured by the completion and placement of at least two signs with camping education in appropriate areas, at least one sign explaining the historic fire on the fencing surrounding the corners, and at least one sign indicating that businesses are open on the fencing surrounding the corners.

We would like to continue to inspire visitors to travel to the Gardiner area in the winter and shoulder seasons and feel that bringing an outside entity with a large online audience will help us with this goal. When potential visitors are exposed to a brand or experience reported on by trusted sources having the experience themselves and therefore may be more inspired to choose Gardiner as their next destination.

We would also like to have funds on hand to support Fam Trips sponsored by Yellowstone Country to our area such as meals, lodging, and activities.

This method was successful. The GCVB was able to place four educational “No Camping” signs in an area that saw a dramatic increase of negligible camping behavior. The GCVB was also able to place two informational sandwich board signs indicating that Park Street was open encouraging traffic into the greatest core. The GCVB was not able to place an educational sign about the fire as it was deemed unnecessary since the future of the property is unknown.

$3,700.00

Due to the Covid-19 pandemic the Gardiner GCVB made the decision to put Fam and/or Trips on hold as the new method was not successful in FY21. We will continue to build the budget for this method as it has proved valuable in previous marketing plans.

$4,801.00

$1,500.00

Marketing Method Evaluation Attachments
### Marketing Method Budget

<table>
<thead>
<tr>
<th>Marketing Segment</th>
<th>Marketing Method</th>
<th>Bed tax funded budget</th>
<th>Non bed tax funded budget (optional)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer</td>
<td>Website/Internet Development/Updates</td>
<td>$4,300.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Consumer</td>
<td>Social Media</td>
<td>$11,500.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Consumer</td>
<td>Photo/Video Library</td>
<td>$1,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Conmsumer</td>
<td>Joint Ventures</td>
<td>$8,276.26</td>
<td>$0.00</td>
</tr>
<tr>
<td>Consumer</td>
<td>Travel Guide</td>
<td>$1,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Consumer</td>
<td>Printed Material</td>
<td>$6,500.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Consumer</td>
<td>Print Advertising</td>
<td>$3,628.50</td>
<td>$0.00</td>
</tr>
<tr>
<td>Consumer</td>
<td>Electronic Adv - Newsletter, E-blast</td>
<td>$2,175.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Consumer</td>
<td>Online/Digital Advertising</td>
<td>$22,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Marketing Support</td>
<td>Fulfillment/Telemarketing/Call Center</td>
<td>$5,000.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Marketing Support</td>
<td>Administration</td>
<td>$10,198.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Marketing Support</td>
<td>TAC/Governor’s Conference meetings</td>
<td>$1,350.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Marketing Support</td>
<td>Opportunity Marketing</td>
<td>$279.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Marketing Support</td>
<td>Cooperative Marketing</td>
<td>$2,600.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Marketing Support</td>
<td>Crisis Management</td>
<td>$3,700.00</td>
<td>$0.00</td>
</tr>
<tr>
<td>Publicity</td>
<td>Fam Trips</td>
<td>$3,077.00</td>
<td>$0.00</td>
</tr>
<tr>
<td></td>
<td>Fam Trips</td>
<td>$1,500.00</td>
<td>$0.00</td>
</tr>
<tr>
<td></td>
<td>Fam Trips</td>
<td>$1,500.00</td>
<td>$0.00</td>
</tr>
<tr>
<td></td>
<td>Fam Trips</td>
<td>$84,956.82</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

### Miscellaneous Attachments

<table>
<thead>
<tr>
<th>Description</th>
<th>File Name</th>
<th>File Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>This pie chart reflects a breakdown of the projected budget by marketing method.</td>
<td>FY21 Budget Marketing Method Breakdown Piechart.pdf</td>
<td>63 KB</td>
</tr>
<tr>
<td>This pie chart reflects a breakdown of the projected budget by marketing method.</td>
<td>FY21 Budget Marketing Method Breakdown Piechart.pdf</td>
<td>63 KB</td>
</tr>
<tr>
<td>This pie chart reflects a breakdown of the projected budget by marketing method.</td>
<td>FY21 Budget Marketing Method Breakdown Piechart.pdf</td>
<td>100 KB</td>
</tr>
<tr>
<td>This pie chart reflects a breakdown of the projected budget by marketing method.</td>
<td>FY21 Budget Marketing Method Breakdown Piechart.pdf</td>
<td>100 KB</td>
</tr>
<tr>
<td>Breakdown of Gardiner CVB FY21 Budget including forecasted decreased in response to COVID19 and funds allocated from FY20</td>
<td>FY21 Budget Projection Information w_Pie Chart.pdf</td>
<td>160 KB</td>
</tr>
</tbody>
</table>

### Reg/CVB Required Documents

<table>
<thead>
<tr>
<th>Description</th>
<th>File Name</th>
<th>File Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gardiner Chamber of Commerce &amp; CVB Required Documents</td>
<td>FY21 Required Documents.pdf</td>
<td>136 KB</td>
</tr>
</tbody>
</table>