

Marketing Boulder

Marketing Short Term Priorities- July 26





Tonight's agenda:

- Introductions
 - Review committee objectives
 - Overview of past work
 - Branding
 - Target Audience
 - Tactic Brainstorm
 - Tactic Prioritization
 - Short term tactics: Action items
 - Next Steps
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Objectives:

Our committee aims to:

- **Focus on *increasing traffic and spending* in the Boulder/Basin area**
 - Work in tandem with similar efforts of the city, chamber, county and state. Avoid “re-inventing the wheel”
 - Support the efforts of the other committees working on Making Boulder’s Future Bright
 - Build a marketing plan to complement the greater “master plan” efforts

Objectives determined at 6/8/16 meeting

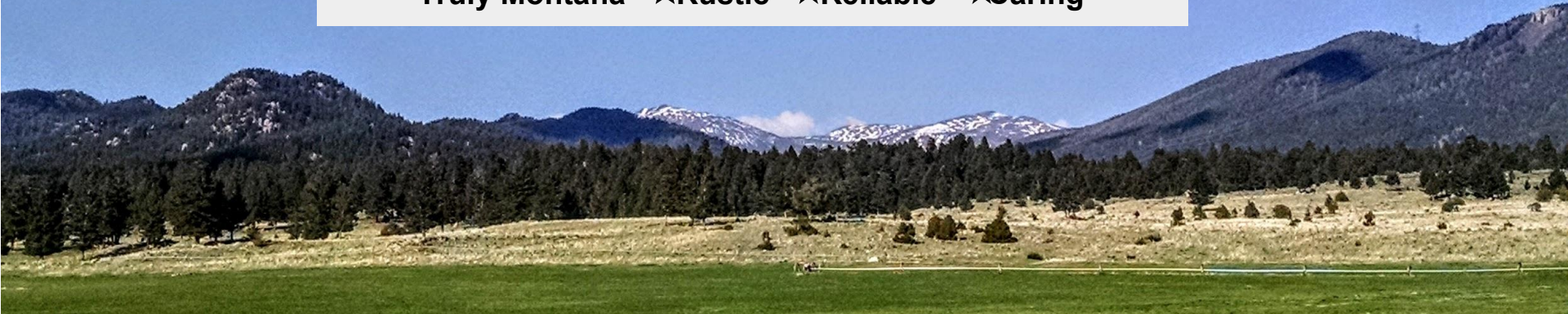
Branding

What is our story and how do we tell it with one voice?

Our 'touchstone' words:

- ★ Friendly
- ★ Nature/Recreation
- ★ Quiet
- ★ Historic
- ★ Western/Cowboy country
- ★ Centrally located

Truly Montana ★Rustic ★Reliable ★Caring



Target Audiences

- 
- Existing Residents
 - Existing Visitors
 - Potential Visitors



Short Term Tactic ideas *(from 7/7 mtg)*

Printed event calendar; distribute in surrounding towns; turn into placemat for restaurants

- 5

Share event calendar with Southwest MT and other pubs

- 5

Hang Canadian flags

- 3

Main Street enhancement/ partnering with Main Street org

- 4
- Micky attended annual meeting, grant app coming up, Micky can help with next steps.
- Ideas: street lighting, flowers, flags on poles Keep

Partner with Montana Office of Tourism--go visit them and start dialogue for partnering

- 5

Map/Brochure of local businesses. One page

- 4

Yelp/Google Maps class for business owners

- 4

Boulder Ambassador Program

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Action Items for short term tactic ideas

Printed event calendar; distribute in surrounding towns; turn into placemat for restaurants. Share event calendar with Southwest MT and other pubs. Boulder Ambassador Program

- **Calendar creation lead: Theresa**
- **Sponsorship lead: Crystal**
 - Jan Z., Larry, Drew
 - Kerri -- SW MT relationship--finding out deadline for submitting. Submitting event form for website and printed magazine
 - Jan A. as event advisor
 - Mary -- Create list of publications that have event calendars -- contact details and deadlines
- **Proposed timeline:** Draft by mid-august -- aiming for rodeo/county fair completion
- **Steps needed:**
 - 1st step: Start with Chamber of Commerce -- get liason relationship-- August 10th meeting 5 pm -- Sally & Drew (anf others available) to attend and share our marketing plan & next steps
 - Need to develop brand and align with state/city/region
 - Ask MT tourism office/dept of commerce
 - Create list of events -- start with Chamber of Commerce -- get liason relationship. Use their calendar (vet events to ensure they're happening)
 - Kiwanis 4th of July, Green Your Spring, Kiwanis Xmas potluck, boys & girls club fundraiser, car show, rodeo, music & arts fest, fiddle festival (oct 15), rodeo/fair, Heritage tea, International food festival, Tizer fairy fest, Tizer apple fest, Quilt show this year?, fre dept corned beef & cabbage, xmas lighting, high school rodeo (ask Nita McCauley), semi-pro football games (theresa to ask Dan S.)
 - Last step/when time: Make placemat for restaurants
 - Sponsorship requests
 - Town Pump
 - Northwest Energy
- **Resources needed:**
 - Design work?
 - Printing costs
 - Get a sponsor??



Action Items for short term tactic ideas

Boulder Ambassadors Program

- **Lead & working group:**
- **Proposed timeline:**
- **Steps needed:**
 - Go to businesses to get coupons to pass out at events
 - Creating reference sheet/script for Ambassadors
 - Assign volunteer shifts for specific events
- **Resources needed:**



Action Items for short term tactic ideas

Business map/brochure

- **Lead & working group:** Solicit support from Chamber and other committees
- **Proposed timeline:** Meet with chamber August 10
- **Steps needed:**
 - Determine distribution and audience for this document
 - Look at boulder-monitor.com (click on dots to right) for resources
 - Meet with Chamber of Commerce August 10th to initiate plan
 - Partner with Diane at City to possibly get list of business owners in city to ask
 - Find out which businesses want to be included--
 - Have a nominal fee for inclusion
- **Resources needed:**
 - Design & printing costs
 - Someone to lead



Action Items for short term tactic ideas

Partner with Montana Office of Tourism--go visit them and start dialogue for partnering

- **Lead & working group:** Drew
- **Proposed timeline:**
- **Steps needed:**
 - Drew to find out best step and set up meeting to avoid duplication efforts with other committees
- **Resources needed:**



Action Items for short term tactic ideas

- **Lead & working group:**
 - **Proposed timeline:**
 - **Steps needed:**
 - **Resources needed:**
-



Tactic ideas *(from 7/7 mtg)*

Existing visitors:

Create basic map/local biz overview brochure (with local biz hours, website URL, location)

- **Idea:** Maps to be distributed at events, at City Hall and at Health Mines, etc.
- **Challenge:** Who to fund printing costs? Who to manage map creation?

Increase businesses' presence online & in advertising

- **Idea:** Offer class for business owners on establishing presence on Yelp, Google Maps, Trip Advisor and in local advertising. Perhaps Dick Krott from Tlizer could host a FB advertising one?
- **Challenge:** Have tried similar class in past and no one came -- we'd need to reach out to biz owners in advance to see if this is of interest and if they would come before we hire someone to teach the class. Find a date that works for many and have them committed to coming.



Tactic ideas *(from 7/7 mtg)*

Existing visitors *(continued)*:

Create a “Boulder Ambassador” program to encourage event visitors to see (and spend more) in Boulder

- **Idea:** At Rodeo/Art & Music Fest, etc, have volunteer ‘Boulder Ambassadors’ welcome guests and provide information to them on local attractions and businesses. Ideally would have map/brochure complete to give out at this time too. Ambassadors could roam the event or have a welcome table, or both.
- **Challenge:** Enough volunteers for this?



Tactic ideas *(from 7/7 mtg)*

Potential visitors:

Attract drive-thru Canadians to local businesses

- **Idea:** Hang Canadian flags to welcome them
- **Challenge:** Business owners responsibility or something we could help with? Could flags be hung in a public area?
- **Idea:** Create Sister City partnership
- **Challenge:** Need someone to lead logistics of this



Tactic ideas *(from 7/7 mtg)*

Potential visitors:

Attract new visitors to our town's events with a printed event calendar

- **Idea:** Create printed event calendar with overview of events, distribute to nearby Montana towns
- **Challenge:** Need to partner with Recreation committee to avoid overlap in work.

Harness media publications to attract new visitors to our events

- **Idea:** Send our events calendar to Southwest MT catalog to be included in their publication and outreach efforts
- **Challenge:** Who do we send this to and when is the deadline?
- **Idea:** Send event calendar to other area publications to be included in their event calendars
- **Challenge:** Need someone to lead logistics of this



Other:

- Main Street signage
 - Work with “Main Street” program to apply for grant for this or other projects.
 - Targeted Facebook Ads in junction with Chamber of Commerce or other entities
 - Partner with Montana Office of Tourism
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Next Steps

- Take action on “Short term” tactics. Follow up as a committee to ensure progress
- Based on 7/19 meeting’s work, put ideas into a “living” strategic marketing plan. Create budget and timeline. Review as committee
- Branding next steps
- Set next meeting date



All Tactics

Change Objective: Increase to Boulder area to include Basin

'NOW' Timing

Printed event calendar

- Timing: Now
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Sharing event calendar with Southwest MT and other pubs

- Timing: now and ongoing as we find more publications (can Mary build list of media pubs before we go?) (future idea: turn event calendar into placemat for area restaurants)
- 5

Hang Canadian flags

- Now
- 3

Main Street... Main Street...