

Sustainable Culinary Tourism



MONTANA





PROGRAM OBJECTIVES



1. Promote establishments serving food or beverage made with Montana ingredients
2. Encourage access to local ingredients through distribution networks and producers
3. Market Taste our Place establishments to consumers with a new logo, traditional and digital advertising, and outreach.





THE PLAN



- The Department of Agriculture works with establishments to source Montana ingredients.
- The Department of Commerce recognizes Taste our Place establishments and promotes to consumers through Made in Montana database and collateral materials.





CONSIDERATIONS

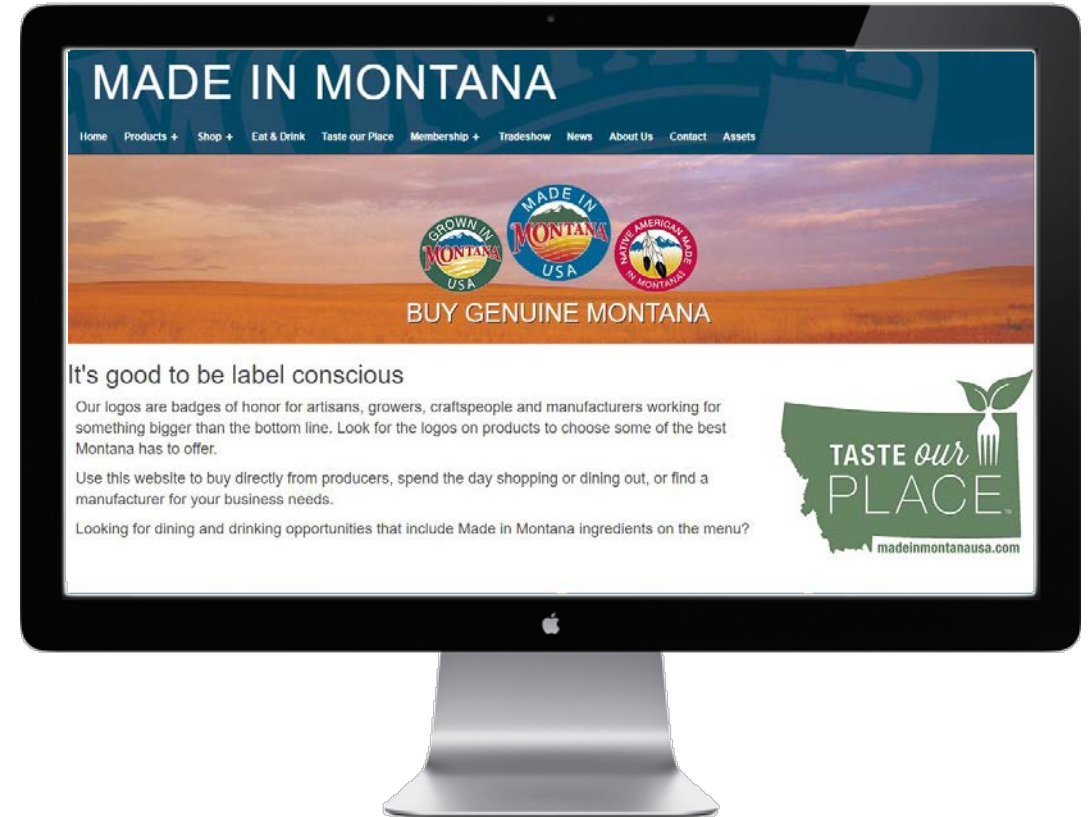
- Limited marketing budget
- Engage Tourism Partners
- Build Taste our Place into existing Made in Montana Database
- Leverage Grown in Montana and Made in Montana members
- Sustainability





OBJECTIVE 1: PROMOTION

- Leverage existing assets to stretch a limited budget
- Tourism partners: identify qualifying establishments
- Made in Montana website: searchable database used by visitors and residents





OBJECTIVE 2: SUPPLY

- Partner with Department of Agriculture
- Identify current Grown in Montana members
- Producers with capacity
- Distribution networks to supply local food





OBJECTIVE 3: MARKETING

Taste our Place brand

- Media Launches
- Welcome Kits
- Website





THE LAUNCH: September 17, 2018

📍 Might Mo Brewing Company, Great Falls Montana





TASTE OUR PLACE TO DATE

- Outreach events, including producers, in 5 out of 7 Montana tourism regions
- Over 100 establishments joined Taste our Place
- Out of Home: 4 billboards, 4 airport signs – Summer 2019
- Strong social media engagement – Facebook and Instagram
- Created content for tourism partners and internal channels
- Embraced by rural communities and regions





STATEWIDE OUTREACH





STATEWIDE OUTREACH



MONTANA





ADVERTISING - BILLBOARDS

ASK US WHAT'S LOCAL

MADEINMONTANAUSA.COM

TASTE *our* PLACE

MONTANA
DEPARTMENT OF COMMERCE

MONTANA
DEPARTMENT OF
AGRICULTURE

MADE IN MONTANA USA

GROWN IN MONTANA USA

NATIVE AMERICAN MADE IN MONTANA USA





ADVERTISING – SOCIAL MEDIA

METRIC	RESULT (Out of State)
Dates	June
Budget	\$1,400
Engagements	20,316
Reach	115,345
Impressions	150,762
CPE	\$0.05
Engagement Rate	17.6%



Experience Montana Flavor.

Watch for the logo as you roam Montana, and actively find restaurants, bars, breweries and distilleries that use local ingredients.

Join the movement and #TasteOurPlace





ADVERTISING – SOCIAL MEDIA

METRIC	RESULT (In State)
Dates	June
Budget	\$600
Engagements	511
Reach	3,589
Impressions	5,409
CPE	\$0.08
Engagement Rate	14.2%



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Join the movement and #TasteOurPlace





GOALS

- Increase Taste our Place membership by 100%
- Continue outreach and information events
- Summer 2020 Out of Home campaign
- Partner with VisitMT.com to map Taste our Place locations, add content, earned media
- Build Agritourism and Culinary Tourism





MORE

- madeinmontanausa.com
- Jan Stoddard, Industry Services and Outreach
- [Susan Joy](#), Made in Montana
- [Kate Siberell](#), Made in Montana

