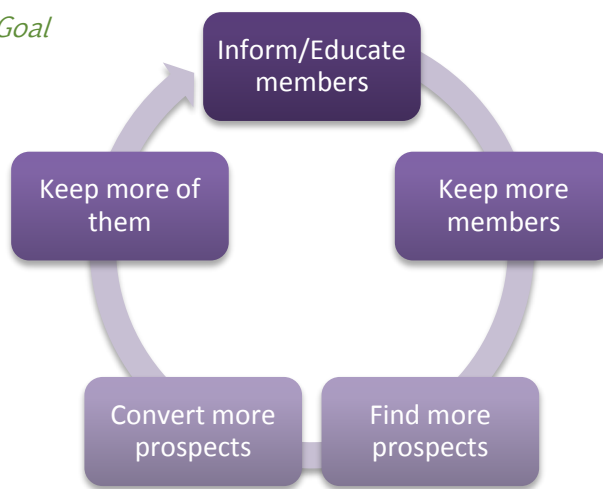


Goals

The goal of the communications plan is to develop better understanding of what the Billings Chamber of Commerce does and why it is valuable to the Billings community. Additionally, this plan will result in unified messaging and message delivery tools as well as increased exposure across all mediums. The resulting tools will increase our personalized communication and relationship building with our target markets.

We'll touch each subscribed member 93 times per year through electronic communication alone. Additionally, members will be reached annually through a minimum of 19 events, 7 printed communication pieces, BillingsChamber.com, committees and taskforces, our legislative efforts, and individualized staff encounters. We strive to increase our receiving database in order to reach as many of our 44,000 member employees as possible. Through a variety of tracking mechanisms, we seek to reach the majority of our members a minimum of seven times.

Ultimate Organizational Goal



Internal Core: Who We Are

The Chamber is here for you. **Our vision** is to achieve excellence in community leadership and growth.

Our mission is to develop a strong business climate and vibrant economy by serving the community in a leadership role thereby enhancing the quality of life.

We do this by serving our members to the best of our abilities through business advocacy, member development, tourism & convention recruitment, networking, educational opportunities, and advertising as well as through events like Business After Hours, the Trailhead Classic Golf Tournament, Ag Appreciation Banquet and the Annual Meeting and Business Showcase.

Organizational Overview

Strengths and Weaknesses:

Strengths – We are a vibrant organization with nearly 1,200 members that employ over 44,000 people. We have a very visible brand paired with an admirable reputation. Our existing communication elements generally have a good following; we are a resource people look to within the community.

Weaknesses – Our organization does a lot, but our actions, successes and triumphs are not always shared in a meaningful way. In particular, the communication of Visit Billings work has been lackluster. Additionally, consistency across communication tools is lacking. Connectivity between Visit Billings action and Chamber membership understanding could be improved. Media relations should continue to evolve.

What is our product?

Our leadership role is our product. Our leadership allows us to connect our members to each other and to resources, to grow our economy, and to share the resulting success of our membership and staff efforts, demonstrated through improved business climate and better overall quality of life.

Specifically, the Chamber offers networking and educational events, business advocacy, destination marketing, and a general community connection as our tangible products.

What is our market?

Overall, the Chamber market is businesses in Billings seeking to grow themselves and/or their business through varying levels of engagement as well as community members interested in improving quality of life. Specifically, the markets of the Billings Chamber break down in to three segments:

1. Membership Market – Businesses currently engaged with the Chamber and those considering engagement.
2. Billings Market – “Main Street Businesses” and Billings residents affected by and interested in the community advocacy role played by the Chamber.
3. Tourism Market – Tourism businesses and general Billings businesses seeking continued strength in the visitor driven economy.

What is our key message/stump speech?

Advocate. Connect. Grow.

The Billings Chamber represents you, our 1,200 members who employ 44,000 people. We help you **grow** your bottom line by **connecting** you to opportunities and **advocating** for your business and our community.

Who is the gatekeeper?

President/CEO and Communications Manager. Department heads are engaged as needed.

Visual Communication Guidelines

All Chamber communication tools shall maintain consistent look and messaging that is in line with the Internal Core examination.

When shortening the organization’s identity in communication tools, the Billings Chamber of Commerce shall be spelled out in its entirety at first reference, (as indicated here). All subsequent references may be shortened to “the Chamber.”

Communication tools will consistently utilize Euphemia font for general type/copy. The Billings Chamber logo shall be used as detailed in the brand standards that make up the last nine pages of this document. The Billings, Montana’s Trailhead brand shall be placed on communication tools as a secondary identifier of our association with the community, but shall

not take the place of the Chamber brand.

The following are acceptable uses and examples of the Chamber brand and the community brand:



The following event logos are acceptable to use when marketing each individual event:



Event marketing must also include the Chamber logo and follow other communication guidelines outlined in this piece.

Evaluation

Measure success through web visits, social media engagement levels and likes/followers, ad sales, video views, e-communication open and click through rates, e-communication subscribers, media exposure value, etc.

Medium	Frequency	Description	Point Person	Target Market
Public Relations				
Public Relations	Ongoing; As needed	Media events, development of media relationships, media kit, mass media promotion, advertising, and speakers circuit.	Communications Manager	M/B/T
Print				
LiNK: Quarterly Business Magazine	Quarterly	Business publication related to members and issues important to the Billings business community.	Communications Manager	M/B/T
Relocation Guide	Annually (May)	Magazine piece developed by third party publisher who sells advertising on our behalf. Content includes relocation information and serves as the Chamber membership directory. Production commission returned to the Chamber.	Communications Manager	M/B
Billings Guidebook	Annually	Magazine serving as visitor guidebook for Billings, Montana's Trailhead.	Communications Manager/Leisure Sales Manager	M/B/T
Annual Report	Annually (September)	Billings Gazette insertion announcing the Chamber annual priorities. Also serves as a high level view of the Chamber core functions.	Communications Manager	M/B
Sales Kit	As needed	Collection of materials used to sell and retain memberships to the Chamber.	Business Development & Engagment Managers	M/B
Event Marketing	As needed	Promotional materials developed to promote Chamber networking and educational events.	Events Manager	M
City Map	Annually	Comprehensive map of the Billings area. Publisher sells ads on behalf of the Chamber. Percentage of commission returned to the Chamber.	Communications Manager	M/B/T
Other	Varied	Other Chamber print pieces will be produced as deemed appropriate. Other print pieces could include but are not limited to: Chamber Public Policy Manual, Visitor Guide, and the ChamberMail relocation piece.	Communications Manager	M/B/T

Target Market: M=Membership; B=Billings; T=Tourism

Medium	Frequency	Description	Point Person	Target Market
Social Media				
Facebook, Twitter, Instagram	As needed (multiple times weekly, minimum)	Posting content to the Chamber Facebook and Instagram pages, updates from Staff Twitter accounts.	All Staff; Communications Manager	M/B
YouTube	As needed	Develop content for Chamber Channel. Utilize this venue as a Chamber Membership Spotlight feature.	Business Engagement/ Communications Managers	M
Other	As needed	Other social mediums will be pursued as deemed appropriate.	Communications Manager	
e-communications				
Chamber iNSiGHT	Monthly	General communication piece touting Chamber happenings, relevant member updates, etc.	Communications Manager	M/B
iN OUR SiGHTS	Weekly	Collection of timely articles relevant to the business community (i.e.: US Chamber, community issues, etc.).	Communications Manager	M
Trailhead Talk eNEWS	Bi-Monthly	An expansion of the TBID Newsletter; tourism partner updates and industry articles.	Visit Billings Exec. Dir.; Communications Manager	T
Gubernatorial/ Legislative iNSiGHT	Bi-Weekly during election season or legislative session	iNSiGHT detailing the Chamber business advocacy actions and providing education on issues and candidates.	Director of Business Advocacy; Communications Manager	M
Energy eNEWS	Monthly	Newsletter in partnership with Big Sky EDA with articles relevant to the energy industry in eastern MT.	Communications Manager with Big Sky EDA	M/T
Business Growth iNSiGHT	Quarterly	Showcase of new members, reinvesting members, ribbon cuttings and event sponsors.	Communications Manger	M
Event eBLAST	As Needed	Last chance registration and reminders for Chamber events.	Communications Manager	M
Breaking News eBLAST	As Needed	Immediate communication made when an urgent situation calls for contact and information sharing.	President/CEO; Communications Manager	M/B/T
This Week in Billings	Weekly	Event snapshot calendar.	Communications Manager	M/T
Leisure eNEWS	As Needed	Attraction, event and tourism newsletter sent to opt-in subscribers.	Visit Billings Exec. Dir.; Communications Manager	T
Visit Billings eNEWS	As Needed	TBID stakeholder update.	Visit Billings Exec. Dir.; Communications Manager	T

Target Market: M=Membership; B=Billings; T=Tourism

Medium	Frequency	Description	Point Person	Target Market
Website				
BillingsChamber.com	Ongoing	General Chamber website encompassing the membership directory, news headlines, archive, promotion of Chamber events and activities, features/spotlights, and community resources. Ads may be purchased for this site.	Communications Manager	M/B
PublicPolicy. BillingsChamber.com	Ongoing	Developed through the US Chamber, this website features legislative activities and business advocacy efforts.	Communications Manager; Director, Business Advocacy	M/B/T
VisitBillings.com	Ongoing	Visit Billings website; primarily used by leisure travelers and meeting and event planners. Also serves as a stakeholder resource and a community event resource.	Communications Manager	T
BillingsNextGen.com	Ongoing	NextGen program website including comprehensive event calendar, membership database and committee/involvement resources.	Communications Manager	M/B

Target Market: M=Membership; B=Billings; T=Tourism



it's
BilliNGS
Chamber of Commerce

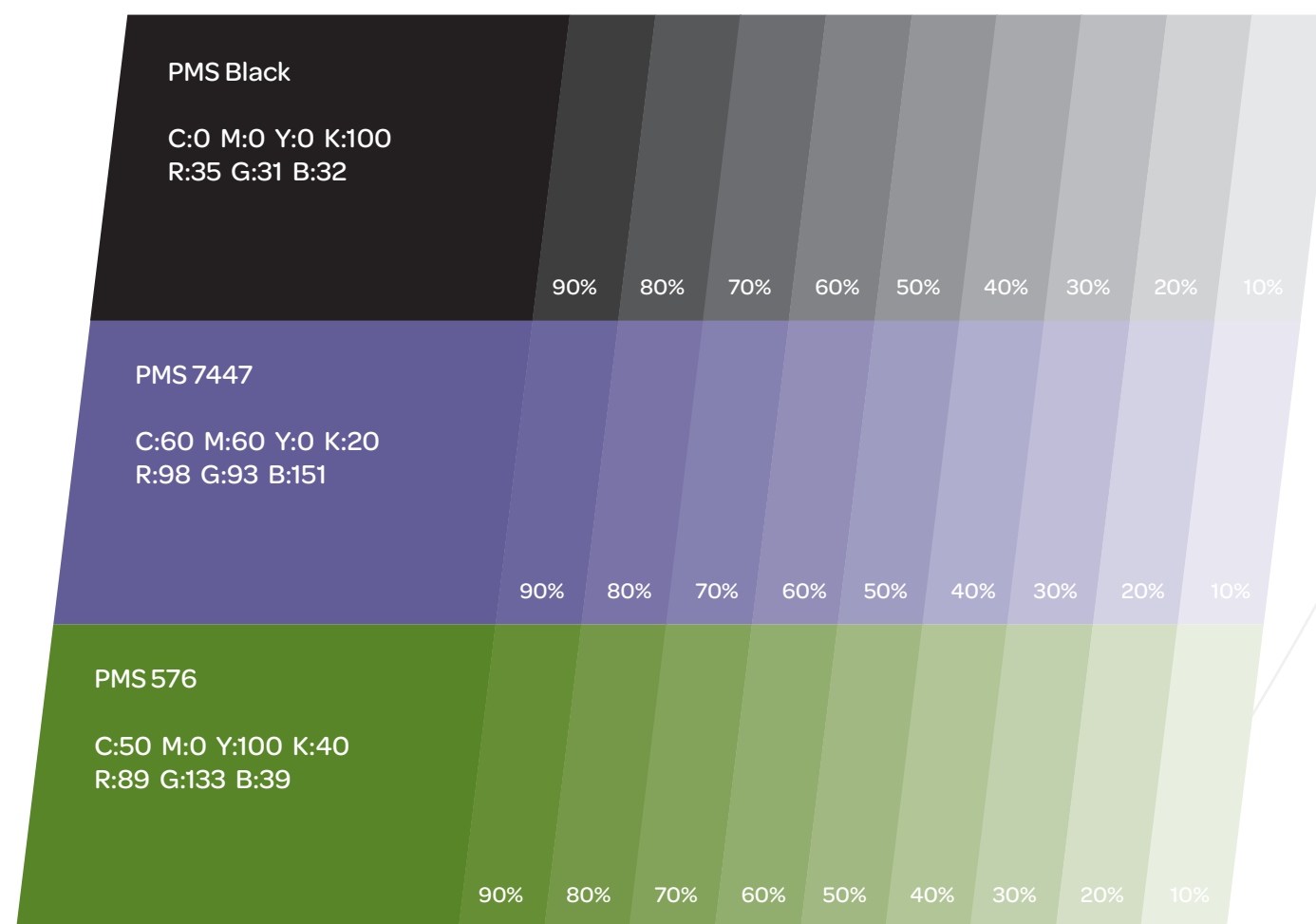
Logo Standards

August 2014

Logo Dimensions



Color Palette



Primary Logo - Full Color

CMYK Coloration
C:0 M:0 Y:0 K:100 - C:60 M:60 Y:0 K:20 - C:50 M:0 Y:100 K:40

RGB Coloration
R:35 G:31 B:32 - R:98 G:93 B:151 - R:89 G:133 B:39



PMS Coloration
PMS Black - PMS 7447 - PMS 576

CMYK Reversed
C:60 M:60 Y:0 K:20 - C:50 M:0 Y:100 K:40



Primary Logo - One Color

1 color
C:60 M:60 Y:0 K:20 or PMS 7447



1 color
C:40 M:15 Y:100 K:0 or PMS 576



1 color
C:0 M:0 Y:0 K:100 or PMS Black



Reversed
White



Logo Whitespace

Below is the required whitespace surrounding the logo, icon, and type treatment. Proper use of the whitespace ensures that the logo stands out and is easily readable and recognizable in any application.

Space must be allowed for 1x the letter height on all sides of logo.



Incorrect Logo Usage

Below is the incorrect logo usage applicable to all logos.

<p>Distortion The logo must not be stretched, squeezed or in any other manner distorted from the established proportions.</p>	<p>Typeface change Typeface changes should never be implemented on logo.</p>	<p>Improper color usage Logo colorations must follow approved color variations set forth on the previous pages. No other colorations should be applied.</p>	<p>Additions to logo Drop shadows or any other additions to the logo must be avoided.</p>
			
<p>Low resolution reproduction When utilized in print, the logo should be reproduced in a high resolution format to avoid pixelation and blurred representation.</p>	<p>Illegible size Logos should be legible at their final size application.</p>	<p>Crowding A designated amount of whitespace (previously shown) is necessary to avoid crowding.</p>	<p>Busy backgrounds Distracting background textures, graphics and photos should not be used directly behind positioned logo without ensuring logo coloration is legible.</p>
			

Font Usage

The primary font used in the logo is Rotis Semi Serif.

Primary Logo Typeface - Rotis Semi Serif

AaBbCcDd 123

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
0123456789

Billings Rotis Semi Serif 55

Billings Rotis Semi Serif 65 Bold

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sem metus, tempor at posuere eget, cursus eu velit. Vestibulum quis elit at turpis pharetra rhoncus a ut risus.

Rotis Semi Serif - 14 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sem metus, tempor at posuere eget, cursus eu velit. Vestibulum quis elit at turpis pharetra rhoncus a ut risus. Integer blandit condimentum consequat.

Rotis Semi Serif - 12 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sem metus, tempor at posuere eget, cursus eu velit. Vestibulum quis elit at turpis pharetra rhoncus a ut risus. Integer blandit condimentum consequat.

Rotis Semi Serif - 10 pt

Chamber of Commerce

Rotis Semi Serif 55 - 24 pt

Chamber of Commerce

Rotis Semi Serif 55 - 18 pt

Chamber of Commerce

Rotis Semi Serif 55 - 12 pt

Chamber of Commerce

Rotis Semi Serif 55 - 9 pt

Font Usage

The primary font to be used on brand pieces is Euphemia.

Primary Brand Typeface - Euphemia

AaBbCcDd123

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 0123456789

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sem metus, tempor at posuere eget, cursus eu velit. Vestibulum quis elit at turpis.

Euphemia - 14 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sem metus, tempor at posuere eget, cursus eu velit. Vestibulum quis elit at turpis.

Euphemia - 12 pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam sem metus, tempor at posuere eget, cursus eu velit. Vestibulum quis elit at turpis pharetra rhoncus a ut risus.

Euphemia - 10 pt

Billings

Euphemia Bold
36 pt

Billings

Euphemia Italic
36 pt

Billings

Euphemia Bold
24 pt

Billings

Euphemia Italic
24 pt

Billings

Euphemia Bold
18 pt

Billings

Euphemia Italic
18 pt

Billings

Euphemia Bold
12 pt

Billings

Euphemia Italic
12 pt

Billings

Euphemia Bold
10 pt

Billings

Euphemia Italic
10 pt