Legislative Finance Committee
IT Project Portfolio: Post Implementation Report
LFC Meeting Date: June 9, 2016

1. Agency: Montana Department of Commerce, Montana Office of Tourism and Business Development

2. Project title: VisitMT.com Personalized Marketing Integration

3. Executive sponsor: Doug Mitchell, Deputy Director, Department of Commerce

4. Project close date: March 18, 2016

5. Appropriated budget amount: n/a

6. Total project development cost: $671,140

7. Expected ongoing annual cost: $0

8. Year the ongoing annual cost started: n/a

9. Funding source(s) for ongoing cost: n/a

10. List the primary project goals: Add modern web marketing features to the Montana Office of Tourism and Business Development's consumer facing marketing web site, visitmt.com.

11. List the key project objectives, the metrics used to measure these objectives, and the final metric results.

	Key Objectives	Metric Used	Final Results
1	Geo-location based flight information	Implementation	A data module (rome2rio.com) that provides site visitors with real time air travel information based upon the visitors geo-location.
2	Site Tagging to track and target site visitors for personalized and direct marketing efforts	Implementation	Numerous site tags were created and customized in Google Tag Manager to allow for tracking site visitors by a variety of metrics
3	Redesign of web site pages to support new site functionality	Implementation	A dozen web page templates were redesigned to support the new geo-location based flight information
4	Add a video hub to VisitMT.com to support new and ongoing marketing campaign efforts	Implementation	A new video section, called Montana TV, was added to the VisitMT.com web site that functions as a hub for all of the state's tourism videos.

	Key Objectives	Metric Used	Final Results
5	**Various site enhancements to serve relevant marketing content to site visitors**	**Implementation**	**Specific sections of VisitMT.com were enhanced to provide site visitors with better travel and tourism information, including events and trip ideas.**

12. List and describe all post-implementation issues that have arisen and, if they have been resolved, what was the solution. If they have not been resolved, describe actions taken so far and possible solutions. Also list and describe any possible concerns.

	Start Date	Resolved Date	Issues and Concerns
1			
2			
3			

13. Please add any additional comments the agency would like to provide to the committee, if any.