



Grant Details

80683 - FY20 Region/CVB Marketing Plan

86701 - FY20 Dillon CVB Marketing Plan

DOC Office of Tourism

Grant Title: FY20 Dillon CVB Marketing Plan
Grant Number: 20-51-012
Grant Status: Underway
Comments:
Applicant Organization: Beaverhead County Chamber of Commerce and Agriculture
Grantee Contact: Candi Whitworth
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Amounts:
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Comments
Amendment Comments

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 Dillon CVB seeks to attract visitors for a variety of reasons. Primarily, increasing visitor traffic in our county increases economic opportunity for businesses that support our area. In addition to the economic benefits of tourism, we also feel we have a piece of paradise and we're eager to share it with travelers - which will increase repeat travelers.

Dillon is adjacent to Interstate-15 and is a crossroads for Montana Highways 91, 41 and 278, which each connect Beaverhead County's rural communities and visitor attractions. In conjunction with this high-level of connectivity, Beaverhead County is home to the Beaverhead-Deerlodge National Forest and the Beaverhead and Big Hole Rivers which offer un-matched outdoor opportunities for visitors.

Along with numerous outdoors experience opportunities, the area represented by the Dillon CVB also is home to ghost towns (Bannack State Park) and historical landmarks (Lewis and Clark Trail, and Beaverhead Rock) that help to tell the rich history of Montana. Bannack is one of our premier state parks.

Our opportunities lie in the ability to communicate all that Dillon MT has to offer to the visitor. We are working to develop several resources for the visitor in print as well as online. These resources will show day trips in our area, scenic tours, as well as describe the recreational opportunity available here.

The Dillon CVB is located in Dillon, but serves some of the most spectacular unspoiled nature and more than 8 smaller towns and communities (Wise River, Wisdom, Lima, Polaris, Glen, Jackson, Monida, Dell) that each serve as gateways to unique natural wonders. Each of the towns served by the Dillon CVB also offers lodging, camping and other hospitable accommodations. In this, the Dillon CVB aligns with the following Montana brand pillars:

- more spectacular unspoiled nature than anywhere else in the lower 48.
- vibrant and charming small town that serve as gateways to natural wonders.
- breathtaking experiences by day, relaxing hospitality at night.

Describe your destination.

The Dillon CVB plan addresses the three phases of the travel decision process accordingly:

Inspiration: All of our marketing efforts are focused on inspiring exploration of our area. From our mobile app, to our website, print advertising etc., all are focused on enticing the visitor to explore. Any opportunity that we have to inspire (via location packets, newsletters, advertising, etc.) we will include the mobile application and our website address as an additional resource to inspire visitors to explore Beaverhead County.

Orientation: Our efforts will be focused on providing a complete resource for the Dillon MT visitor. This will be done through multiple avenues; mobile app, website and print material. We are focused on making all of our resources a one-stop experience for our region (Beaverhead County) to provide ample information to our target publics specifically in the following ways:

1. Full listing of available lodging
2. Full listing of available food and restaurants
3. Full listing of business services
4. Full listing of tourist destinations, routes and events
5. Informational opportunities created by locals - which has been proven to drive room nights to the area (i.e., fishing reports, local art and craft fairs, articles written by local poets, authors, historians, industry leaders, etc.)
6. Up-to-date and constantly evolving community calendars
7. Full listing of other organizations and entities that offer value to the visitor's experience in Beaverhead County
8. Maps, routes and local information on how to best access sites of interest
9. Full listing of shopping opportunities
10. List of adjacent tourist destinations to encourage further travel into Montana

By providing these 10 (and more) orientation keys, our plan will provide the necessary orientation opportunities for prospective publics to choose Dillon and Southwest Montana as their destination and to also facilitate the public's planning and preparation process.

Facilitation: Through the use of collateral (both printed and downloadable via our mobile application and website, networking and social media, the Dillon CVB will facilitate both intentional visitors (those who planned to visit Beaverhead County) and unintentional visitors with the opportunity to easily locate points and facilities of interest.

Further marketing will facilitate visitors with maps, phone numbers, websites, calendars and other essential utilities that will facilitate an exceptional experience in Southwest Montana.

In addition to printed collateral and the mobile application the Chamber will use the CVB designated funds to provide an un-matched visitor's center experience for those travellers who wish to stop in a physical location and access visitor information. This will include having trained, knowledgeable staff and printed materials to provide as collateral that enhances the experience and further facilitates the visitor's experience in Beaverhead County and into Southwest Montana.

Optional: Include attachments here

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

Seasonal Traffic: Primarily, Canadians who travel through Montana via I-15 in the Fall and Spring seasons. This demographic generally seeks fuel and refreshments from Dillon businesses and provides a great opportunity to inspire spontaneous adventure or to inspire a future planned trip to the region. This market can be motivated by easy access to sites of interest and convenient travel route alternatives that allow for discovery of points of interest. This market will also be motivated by access to R.V. accommodations.

The Family Traveler: This market travels to Dillon Montana for unmatched outdoors opportunities. From hunting, fishing, hiking, skiing,

ATVing, panning, horseback riding, etc., this market comes to Beaverhead County to recreate and take advantage of our access to public lands. This market can be motivated by providing routes, trails, trail opening dates/conditions online and providing them with resources from locals that keep the market informed of the status of river conditions, snow conditions, wildlife conditions and other outdoors related information that can be easily be made accessible via a mobile application. Providing specific kid friendly items will be quite helpful here.

History Buffs - This market consists of individuals who enjoy learning about western history and culture. In our area we draw upon Virginia City, Nevada City, Bannack, two hot springs and the Big Hole Battlefield. The Lewis and Clark history in our area is significant as well.

b. What are your emerging markets?

Western Art: Dillon is an agriculture powerhouse and with that comes a rich heritage of Western culture. Increasingly, Beaverhead County is becoming a home for Western art. From life-size bronze statues placed throughout Dillon and a custom boot shop, to a world-known saddlery that specializes in Buck Brannaman saddles, the culture of the West is being represented though local and regional artists in a variety of mediums. This increase in art is placing Dillon and Southwest Montana on the map for art buffs and Western history enthusiasts. We will collaborate with this movement to further establish Dillon as a destination for these target market using our mobile application and the marketing that is in conjunction with that effort.

Recreational Hiker and Cyclist: The Dillon area has an expanding trail system that surrounds the town and provides opportunities to walk, hike or bike the parameter of the city. This trail system provides opportunity for tourists to spend down-time discovering and exploring the area while staying close to the merchants and restaurants in Dillon. There are also miles of hiking and biking opportunities in the area surrounding Dillon. We have pursued this market significantly with the wrap up from our last year budget. We will continue our active pursuit of this visitor in the coming years.

Optional: Include attachments here.

c. What research supports your target marketing?

Seasonal Traffic: Though it may be partly anecdotal, it is well-known that seasonal traffic uses the I-15 corridor to travel from Canada to warmer winter destinations. I-15 traffic is estimated at 12-15,000 vehicles per-day (according to Idaho Department of Transportation, nearest estimates to Beaverhead County).

The Outdoorsmen/women market: According to the Beaverhead County Atlas (produced by Beaverhead County, Montana FWP and Future West) in one year, hunting accounted for \$6.9 million in local economic activity from non-resident participants and fishing accounted for \$17.5 million in local economic activity from non-resident participants.

According to 2017 ITRR: Dillon report:

The top 11 non-resident activities were: Scenic Driving, Nature Photography, Wildlife Watching, Day Hiking, Car/RV camping, Recreational Shopping, Visiting Other Historical sites, Visiting Museums, Visiting Lewis and Clark sites, Fishing/fly fishing, Attending Festivals/Events

According to the 2017 ITRR Data - visitors spent \$98,616.00 in Beaverhead County.

This spending is spread through the following areas; gasoline, outfitters, restaurants and bars, hotels and motels, retail sales, groceries, park entrance fees, Campgrounds and RV Parks, Cabin rentals, Made in MT, Vehicle repairs, Gambling, Farmers markets and auto rentals

Goal One: To increase availability of visitor and business specific information.

G-1 Objective One: We will implement using arrivalist data to track tourism and recreation. Our website will be updated regularly and list all events and activities that are happening in Dillon will be keep current.

G-1 Objective Two: Increase visibility and accessibility to all of the attractions in Dillon Montana. This will be done through our website, arrivalist data, billboards that can provide traffic counts and print material available for visitors.

Goal Two: To establish the Dillon CVB (Beaverhead Chamber of Commerce & Agriculture) as the community source of information for events.

G-2 Objective One: Have all events available to tourists on the website, and keep it up to date. We are currently linked to 683events and Facebook. We have posted events in the area to the newspapers visitor guide that is distributed in the VIC, mailings and online subscribers outside of Montana. We have added Dillon events to summer event guides that are distributed throughout Idaho, Montana & Washington. Our event listing on visitdillonmt.com website will be complete by July 1, 2019.

G-2 Objective Two: Continue to offer & improve the services of our Visitor's Information Center by increasing operating hours with a VIC staff and UMW Intern for summer season. This will include some volunteer hours.

Goal Three: Build an audience for new website.

G-3 Objective One: All warm season advertising for 2020 will include our new website address.

G-3 Objective Two: Collect data from the online traffic directed to our website www.visitdillonmt.com & arrivalist data will be explored and implimented in 2020, from Google AdWords & Facebook Targeted Marketing, analyze our strategy as to its effectiveness & correct any inadequacies.

G-3 Objective Three: Increase website visits dramatically over site creation.

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

If the state did a promotion for Bannack State Park we would be happy to participate. This a a gem for our area and we would love to see this better promoted.

We would like to look to the Park to Park tours, as well as Bicycling routes through our area.

Optional: Include attachment here.

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

Our most beneficial Joint Ventures for the coming year would be with Southwest Montana.

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

We have done a social influencer campaign with Southwest Montana. This was a great success with multiple online posts and photography for Dillon. We are currently working closely with Bike Walk Southwest Montana, and will see our successes in the summer of 2020.

Optional: Include attachments here.

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Optional: Include attachment here:

Marketing Segment, Method & Budget

Marketing Segment	Marketing Method	Describe your method.	Provide supporting research/statistics.	How do you plan to measure success?	Provide a brief rationale for this method.	Estimated budget for method.	Marketing Method Evaluation	Add'l Attchmnt
		Tear off maps Beaverhead County - reprint		We will know at the end of	All of these materials will be available at our visitor's center. Our tear off maps will be a quick, valuable resource for the visitor, with points of interest marked clearly on the map. This item is			

Consumer	Printed Material	<p>from previous year</p> <p>Hiking / Biking Maps</p> <p>Printed Loop Tours - scenic drives etc</p> <p>Walking tour of historic downtown Dillon</p> <p>Walking tree tour of Dillon</p>	<p>Printed material, be it maps or guides will encourage further exploration of our area.</p>	<p>the summer season from our Visitor's Center Staff if these items were well received.</p> <p>We will continue to track the volume of printed items that are needed.</p>	<p>already created, will just be a reprint.</p> <p>Hiking / Biking maps - We already have most of the biking maps created, and will continue to use these as requested.</p> <p>Loop Tours are an item that we will create for our website, and printed for the visitor should they arrive at our visitors center. These loop tours have not been created yet.</p>	\$5,000.00	NA	
Consumer	Print Advertising	<p>We will continue to advertise in the Southwest Montana Travel Guide and review other opportunities as they arise.</p>	<p>Printed material that a visitor can read prior to arrival is quite valuable. Allows them to plan to visit our area.</p>	<p>There will be opportunity from our ad to visit our website, download our app, or request our local travel guide.</p>	<p>All of our print advertising will include information on both our website and our mobile app for easy exploration by our potential visitors.</p>	\$3,500.00	NA	
Consumer	Website/Internet Development/Updates	<p>We will be building a new go to website for visitors who will be planning their next visit to Montana. The website will provide our visitors with quality imagery, outdoor activities, natural beauty, wide open spaces, and unique experiences.</p> <p>it's a new website, budget from Amplified Digital.</p>	<p>A professional marketing company will provide us with data that will contain demographics, analytics and a breakdown of visitors into our area.</p>	<p>We will be able to track information on our website, showing hits and interaction. We will do this with google analytics.</p>	<p>In order to align our website properly with the visit montana website, additional photography will be needed. We will also maintain big events for Dillon on this website.</p> <p>We have hired a professional marketing team that will provide information on why Dillon should be a destination.</p>	\$12,886.00		
Consumer	Mobile Applications	<p>Our strategy is to update our website. In order to align our website properly with the visit Montana website, additional photo's and content will be needed.</p> <p>We moved</p>	<p>We will be able to track information on our website, showing hits and interaction. We will also be able to track our</p>	<p>We plan to measure success by tracking the increase number of visitors to our</p>	<p>We will focus on our website improvements with photography, video, event listing. Social Media such as FaceBook, Instagram</p>	\$1,310.08		

		money from Mobile Application marketing method to the development of our website. We will not be using a mobile application.	successes on Facebook with likes etc.	website and other social media platforms.	and other social media outlets will be incorporated into our marketing strategy to promote Dillon.			
Consumer	Photo/Video Library	Increase Photo/Video Library for the Dillon CVB. Suggestions have been made to produce video for Dillon MT.	A picture is worth 1000 words, and what we can show of our area given the correct photography will be exponentially beneficial.	We will track acquired media.	Video is one of the most visited links on any number of Channels, including our new website and social media.	\$4,500.00		
Consumer	Social Media	We would like to try our hand at marketing via you tube, twitter, instagram etc. This will give us the opportunity to see what works best of our advertising photos and text.	We will need to drive traffic to our website through these channels. Then it will be truly trackable.	We will be able to measure hits, views, and click throughs on all of these.	We will be able to measure hits, views, and click throughs on all of these.	\$2,000.00		
Consumer	Billboards/Out-of-Home	We would like to acquire two billboards, one south and one north to start. The intent is for viewers to see this board, and decide to pull off of the interstate and explore.	From our shop keepers in Dillon, there is a tremendous rise in visitor traffic from this avenue. We will get our statistics through travelers mobile devices after they pull off the highway.	We can get a traffic count from the location of our billboards and the traffic will be electronically counted from the billboards.	Billboard advertising to pull passers by off the interstate, hopefully to spend a bit of time in Dillon.	\$5,000.00	NA	
Consumer	Ad Agency Services	With a logo/brand we will be able to promote Dillon as a unique experience and desitination for visitors. Ad Agency (logotype/brand standards) Budget from Amplified Digital.	Ad Agency (logotype/brand standards) Budget from Amplified Digital. Amplified Digital will be able to track visitors to our webpage.	We will be able to promote Dillon with a visually appealing logo and brand. From this year forward we will be able to measure through hits, clicks and data adding a brand to our CVB has increased visitor viewing.	We will showcase Dillon as a premier destination for those looking to travel to and within Montana.	\$6,500.00		
Consumer	Online/Digital Advertising	PPC, Targeted Display, Social Media Management & Targeted Social Media: \$21,817 total through June	Google Search trends in 2019 showed top searches for vacations in Montana where done through Google search engine. It shows 25% of U.S. destination travelers say they actively research new	Our website will give customers a positive experience with Visit Dillon. A monthly website tracking analytics will	To showcase Dillon as a premier destination for those looking	\$21,817.00		

		2020. Additional advertising recommended past June 2020 TBD	trips at least one a month. Amplified Digital will be able to track visitors through google and our website reaching our target audience.	provide statistics such as number of page views, unique visitors, pages per visit, bounce rate and time on website.	to travel to and within Montana.			
Group Marketing	Partner Support	We will direct some of our energies into promoting additional traffic into Dillon through the groups that select Dillon as their meeting place.	If we can increase registration by just a few percent, we will also have all of our information in front of all attendees.	We will watch town traffic - where they stay, where they shop etc for a measure of success.	We would like to be able to work with the larger groups that select Dillon Montana as their meeting site. This will be focused on marketing that brings in a larger audience.	\$2,000.00		
Marketing Support	TAC/Governor's Conference meetings	Our executive director will attend the TAC meetings, and other meetings that are beneficial for that position.	TAC meetings are a wonderful resource for this type of information and strategy.	We will be able to see the expanding knowledge base for our executive director.	Our executive director will attend the TAC meetings and other meetings that are beneficial for that position.	\$1,000.00		
Marketing Support	VIC Funding/Staffing/Signage	We will be staffing our visitors center this summer as well. With this funding we will be able to offer our visitors center - staffed throughout the summer months. Last year we tracked nearly 350 visitors through our visitors center. With properly trained staff, we could generate additional interest in the attractions we have to offer. We have hired an experience work person to oversee the visitor center and the monies is paid through a federal grant to help seniors get back into the workforce.	Our visitors enjoy having someone to physically talk with about the experiences in Dillon area.	We will continue to track our visitor's center traffic. Our goal would be to increase our visitors center traffic through advertising, and make it a more comprehensive experience with our printed material.	Visitors still prefer a one on one option to learn about our area.	\$4,500.00		
Marketing Support	Fulfillment/Telemarketing/Call Center	Administration - postage for visitor fulfillment packets etc	We need to be able to fulfill our potential visitor requests.	We will have a measure of how many visitor packets were sent out.	We need to be able to fulfill our inbound requests.	\$3,000.00		
Marketing		We will set aside \$5000.00 for miscellaneous	We need to have funds available for last minute	A detailed explanation of the use of these funds	We need to have funds available for			

Support	Opportunity Marketing	marketing opportunities in our area.	opportunities.	will be provided as items come up.	last minute opportunities.	\$7,000.00		
Marketing Support	Administration	This will also be used to purchase miscellaneous items for the Visitor's Center - paper etc. In addition, we have an executive director. This person will be able to administer the CVB funds, as well as assist with other special projects.	Our CVB will benefit greatly from the coordination of an executive director.	We will know by year end if an executive director is in our benefit.	The visitors center staff person or our executive director will be able to research with the visitor here additional information.	\$4,600.00		Copy of CVB Spreadsheet.xlsx
Marketing Support	Research	We will send out an RFP to various companies, to come to Dillon, do the research, and discover what is our prime selling point. RFP complete, and any costs affiliated with issuing the RFP.	Once we have determined our prime selling point, we will be able to direct our funds and energies in that direction. We will use monies that would have been used for our app and instead to marketing and branding Dillon.	We should close out the year with a defined marketing plan, not scattered over multiple areas.	Research into Dillon's brand for sales purposes	\$0.00		
Marketing Support	Wayfinding	We would like to be able to provide directional signage to our attractions. This area is currently lacking, and I believe the area would benefit significantly if directional signage alone were provided.	If our visitors are going to find their way around our area, signage must be provided.	We will be able to measure by increases in visitation at various locations in Dillon area.	Wayfinding in Beaverhead County and in our CVB Area are sorely lacking.	\$5,386.00		
						\$89,999.08		

Marketing Method Evaluation Attachments

- Attachment 1
- Attachment 2
- Attachment 3
- Attachment 4
- Attachment 5
- Attachment 6
- Attachment 7

Attachment 8

Attachment 9

Attachment 10

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget (optional)
Consumer	Printed Material	\$5,000.00	\$0.00
Consumer	Print Advertising	\$3,500.00	\$0.00
Consumer	Website/Internet Development/Updates	\$12,886.00	\$0.00
Consumer	Mobile Applications	\$1,310.08	\$0.00
Consumer	Photo/Video Library	\$4,500.00	\$0.00
Consumer	Social Media	\$2,000.00	\$0.00
Consumer	Billboards/Out-of-Home	\$5,000.00	\$0.00
Consumer	Ad Agency Services	\$6,500.00	\$0.00
Consumer	Online/Digital Advertising	\$21,817.00	\$0.00
		\$62,513.08	\$0.00
Group Marketing	Partner Support	\$2,000.00	\$0.00
		\$2,000.00	\$0.00
Marketing Support	Opportunity Marketing	\$7,000.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$4,500.00	\$0.00
Marketing Support	Fulfillment/Telemarketing/Call Center	\$3,000.00	\$0.00
Marketing Support	Administration	\$4,600.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,000.00	\$0.00
Marketing Support	Research	\$0.00	\$0.00
Marketing Support	Wayfinding	\$5,386.00	\$0.00
		\$25,486.00	\$0.00
		\$89,999.08	\$0.00

Miscellaneous Attachments

Description	File Name	File Size
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Reg/CVB Required Documents

Description	File Name	File Size
CVB Required Documents	CVB Docs.pdf	112 KB

