



# Grants and Loans

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## Application

### Instructions

**Print to PDF** will convert the application plus any PDF attachments into a single PDF file. **Release for Review** will change the status of the application to Under Review and move it on to the evaluation process. **Negotiation** will allow you to unlock one or more sections of the application and route the application back to the applicant for further editing. **Annotations** allow internal staff to add notes that are visible to internal staff only and possibly also reviewers if they have a special security privilege. The applicant cannot see these notes. **Versions** will display all component versions that were created as a result of the negotiation process. **Feedback** allows staff to enter feedback about the application to the applicant. The feedback text will appear at the bottom of the application and will be visible to anyone who has access to the application. **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.

### Application Details

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### 15254 - FY15 Region/CVB Marketing Plan - Final

#### 19272 - FY15 Dillon CVB Marketing Plan

DOC Office of Tourism

Status: Under Review

Original Submitted Date: 05/01/2014 6:47 PM

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### Applicant Information

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#### Organization Information

Name:\* Beaverhead County Chamber of Commerce and Agriculture

Organization Type: Non-Profit Organization

**Organization Website:** beaverheadchamber.org

**Address:\*** P.O. Box 425

**\***

**City:** Dillon **State/Province:** Montana **Postal Code/Zip:** 59725

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**Ext.**

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## Community & Brand Support

### 1. Describe your destination.

*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 Beaverhead Chamber of Commerce and Agriculture serves the geographically largest county in the state of Montana with its headquarters in Dillon, the county seat of Beaverhead County. The Chamber represents an area that serves nearly 13,000 people.

The Beaverhead Chamber of Commerce and Agriculture seeks to attract Montana 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.

Dillon is adjacent to Interstate-15 and is a trailhead to 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 Beaverhead Chamber also is home to ghost towns (Bannack State Park) and historical landmarks (Lewis and Clark Trail, Beaverhead Rock, one of the largest talc refineries in the United States) that help to tell the rich history of Montana.

The Beaverhead Chamber of Commerce is located in Dillon, but serves some of the most spectacular unspoiled nature and more than 8 small towns that each serve as gateways to unique natural wonders. Each of the towns served by the Beaverhead Chamber of Commerce also offers lodging, camping and other hospitable accommodations. In this, the Beaverhead Chamber of Commerce aligns with the follow 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.

**Optional: Include attachments here**

### 2. How will your marketing plan address the three phases of the travel decision process of inspiration, orientation and facilitation?

The Beaverhead Chamber of Commerce CVB plan addresses the three phases of the travel decision process accordingly:

**Inspiration:** By increasing the online presence of the Beaverhead Chamber of Commerce, our plan will enhance the discoverability of visitor opportunities in Beaverhead County and Montana as a whole (specifically the Gold West region of Montana). Our online efforts will increase the SEO opportunity for the events, destinations and accommodations listed at [www.BeaaverheadChamber.org](http://www.BeaaverheadChamber.org) and provide enough information to capture the attention of a prospective visitor, which will lead them to the orientation phase of the travel decision process.

**Orientation:** Our efforts, as allowed by CVB funding designation, to structure [www.BeaaverheadChamber.org](http://www.BeaaverheadChamber.org) as a one-stop site for our region (Beaverhead County) will 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 (i.e., fishing reports, local art and crafts 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 via [www.BeaaverheadChamber.org](http://www.BeaaverheadChamber.org), our plan will provide the necessary orientation opportunities for prospective publics to choose Beaverhead County, Southwest Montana as their destination and to also facilitate the public's planning and preparation process.

**Facilitation:** Through the use of billboards, networking and social media, the Beaverhead Chamber 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. With the use of CVB designated funds, the Chamber will place billboards on I-15 that will make it known that [www.BeaaverheadChamber.org](http://www.BeaaverheadChamber.org) is a one stop source of information for the above 10+ points of information. Not only will this facilitate premediated visitors' experience, but will also give unintended visitors the opportunity to discover the opportunities available in the beautiful, vista filled, area they've stumbled upon.

Further, [www.BeaaverheadChamber.org](http://www.BeaaverheadChamber.org) 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 [www.BeaaverheadChamber.org](http://www.BeaaverheadChamber.org), the Chamber will use the CVB designated funds to provide an unmatched 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.**

### 3. Who is your market?

#### *a. Define your target markets (demographic, geographic and psycho-graphic)*

**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 Outdoorsmen/women market:** This market travels to Beaverhead County 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 [www.BeaaverheadChamber.org](http://www.BeaaverheadChamber.org).

**The Decision Maker:** Beaverhead County is increasingly becoming a potential area for business relocation, which could bring the opportunity for economic opportunity to the population that lives in the area 365 days per-year. This market can be reached by touting the lifestyle that we enjoy because of our area's unmatched natural opportunities. As a part of our tourism outreach, the Beaverhead Chamber will also seek to explain the benefits of locating business headquarters in our county. By communicating with this public, which is generally visiting Southwest Montana for outdoors recreation opportunities, we are harnessing the potential of tourism by asking the tourist (who may also be The Decision Maker) to consider investing in our economy, which will in-turn enable our region to continue offering the incredible opportunities we currently offer. This audience may also seek to invest in downtown renovation, restoration and rejuvenation, which also boosts tourism and visitor appeal to our area.

**b. What are your emerging markets?**

**Western Art:** Beaverhead County 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 to a world-known saddlery that specializes in Buck Brannaman saddles, the culture of the west is being represented through 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 Beaverhead County as a destination for these target markets.

**Day-time walkers:** The Dillon area has a fairly new trail system that surrounds the town and provides opportunities to walk or bike the perimeter 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.

**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.

**The Decision Maker:** Targeting this demographic has not yet been strategically attempted by an organization; however, recent developments in Dillon prove that these decision makers are trafficking Beaverhead County and are willing to make decisions that boost economic opportunity in the area and enhance tourism and visitor appeal to the area. See the following:

[http://mtstandard.com/news/local/calif-doctor-has-plan-for-dillon-wants-to-attract-tourists/article\\_90d42ccc-6391-11e2-8d2d-001a4bcf887a.html](http://mtstandard.com/news/local/calif-doctor-has-plan-for-dillon-wants-to-attract-tourists/article_90d42ccc-6391-11e2-8d2d-001a4bcf887a.html)

<http://dillontribune.com/node/18505>

**Optional: Include attachment here.**

**4. Overall Goals**

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

G-1 Objective One: Reach a goal of 5,000+ visits to [www.BeaverheadChamber.org](http://www.BeaverheadChamber.org) by April 1, 2015.

G-1 Objective Two: Increase number of Chamber member originated posts to website by 100% by December 31, 2014 and meet a monthly post goal of two Chamber member posts per-month by January 31, 2015. (i.e.: Tim Tollett's fly-fishing report, Debby Sporich's book review, etc.)

G-1 Objective Three: Increase number of public attractions (battlefields, parks, museums, landmarks, etc.) listed and detailed on website by 100% by December 31, 2014.

G-1 Objective Four: Increase restaurant and hospitality information on website by 100% by December 31, 2014.

G-1 Objective Five: Increase member business's visibility through website by 100% by December 31, 2014. Goal to have each member business's information on website.

**Goal Two: To establish the Beaverhead Chamber of Commerce and Agriculture as the community source of information for events.**

G-2 Objective One: Increase public events listed on website by 100% by December 31, 2014.

**Goal Three: Continue to build media relations with local and regional media publics.**

G-3 Objective One: Increase number of Chamber member press features by 100% (potentially two per-year) by January 1, 2015.

G-3 Objective Two: Increase number of local and regional opinion editorials from the Beaverhead Chamber of Commerce (informational, non-political) by 100% by January 1, 2015. With goal of one op-ed per financial quarter beginning 2014 Q2 (first op-ed printed by September 30, 2014).

G-3 Objective Three: Increase number of journalists aware of Beaverhead Chamber by 200% monthly. Goal of 2-5 journalist introductions per-month.

**Optional: Include attachments here.**

**5. Cooperative Opportunities**

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

Because the Beaverhead Chamber would be a newly designated CVB, we are unfamiliar with cooperative opportunities with MTOT, but will be willing to learn of future opportunities and cooperate where applicable.

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

The Beaverhead Chamber of Commerce will work to explore cooperative opportunities to participate with as we become more familiar with opportunities with Regions/CVBs. We would potentially be well-suited to work in support of efforts of the Gold West Region as Beaverhead County serves the majority of this region.

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

We have participated in the past with numerous local non-profits including but not limited to: Sorptomists, Kiwanis, UM-Western, Barrett Hospital Foundation, Beaverhead Museum and more. These efforts have been successful because each allowed for an opportunity to share costs, extend reach (marketing, etc) and collaborate for more effective and lasting efforts.

Optional: Include attachments here.

Include pie chart here.

[pie\\_chart.docx](#)

**Marketing Segment, Strategy & Budget**

Marketing Segment	Marketing Method	Does research support this method?	Describe your method.	Supporting research/statistics	Provide a brief rationale.	Plan to measure success?	Marketing Method Evaluation	Estimated budget for each method.	Non bed tax funds?	Add'l Atchmnts
Consumer	Billboards/Out-of-Home	Yes	The Beaverhead Chamber will use a northbound (I-15) billboard to advertise that <a href="http://www.BeaaverheadChamber.org">www.BeaaverheadChamber.org</a> is a one stop website for information on the region in which the traveller is approaching. This billboard will include a brief explanation (appropriate for a billboard) of the information that can be found at <a href="http://www.BeaaverheadChamber.org">www.BeaaverheadChamber.org</a> including Lodging, Shopping, Attractions, Dining, etc.  The billboard was quoted at roughly \$350 p/month for 12 months (total \$4200). An additional segment will be added for the design of this billboard.	This billboard location receives 10,632 impressions per week.	All three phases of the travel decision process are met by this billboard placement. The billboard can inspire unintended traffic, it can orient those needing more research on planning a visit or even a brief stop in Beaverhead County and will facilitate such planning by creating awareness that this feature rich resource is available (the Chamber website) for their use and to better facilitate their experience in the region.	We will measure traffic increases on our website using Google analytics and will note the number of website visits on the day before placing the billboard and then track the increase in website traffic from that control number.		\$4,200.00	No	
			We will set aside \$3000.00 of our designated CVB funds to put towards printed materials in our visitors center. The printed material that this will include are brochures							

Consumer	Printed Material	Yes	<p>that have a list of events, regional attractions, routes, hospitality information and other informational material to better facilitate a visitor's experience in Beaverhead County.</p> <p>A part of this \$3000 for printed materials will also be used to begin creating a 2015 Visitors Guide for Beaverhead County (similar the guide provided by the Virginia City Chamber).</p>	<p>This printing has been budgeted for and used in previous years at the Beaverhead Chamber of Commerce and the printed materials produced have been depleted, indicating a consumer demand for such materials.</p>	<p>Printed materials fulfill the facilitation phase of the travel decision process. By having these materials readily available and professionally created, travellers will be served better and expectations will be better met.</p>	<p>We will measure the success of this segment by the number of printed materials dispersed. Measurement will also be based on the progress of the 2015 Visitors Guide (i.e.: creation, printing and dispersment).</p>		\$3,000.00	No	
			<p>We will budget \$4200.00 for marketing and publicity personel. Under this \$4200, the following goals and objectives will be set for this personel via a contract with a vendor (contract will not exceed \$4999). These goals and objectives were also stated in the Narrative section of this application.</p> <p><b>Goal One: To increase availability of visitor and business specific information.</b></p> <p><b>G-1 Objective One:</b> Reach a goal of 5,000+ visits to www.BeaaverheadChamber.org by August 1, 2014.</p> <p><b>G-1 Objective Two:</b> Increase number of Chamber member originated posts to website by 100% by June 1, 2014 and meet a monthly post goal of two Chamber member posts per-month by July 1, 2014. (i.e.: Tim Tollett's fly-fishing report, Debby Sporich's book review, etc.)</p> <p><b>G-1 Objective Three:</b>Increase number of public attractions (battlefields, parks, museums, landmarks, etc.) listed and detailed on website by 100% by July 1, 2014.</p> <p><b>G-1 Objective Four:</b> Increase restaurant and hospitality information on website by 100% by August 1, 2013.</p>							

Consumer	Website/Internet Development/Updates	Yes	<p><b>G-1 Objective Five:</b> Increase member business's visibility through website by 100% by December 31, 2014. Goal to have each member business's information on website.</p> <p><b>Goal Two: To establish the Beaverhead Chamber of Commerce and Agriculture as the community source of information for events.</b></p> <p style="text-align: center;"><b>G-2</b></p> <p><b>Objective One:</b> Increase public events listed on website by 100% by July 1, 2014.</p> <p><b>Goal Three: Continue to build media relations with local and regional media publics.</b></p> <p><b>G-3 Objective One:</b> Increase number of Chamber member press features by 100% (potentially two per-year) by January 1, 2015.</p> <p><b>G-3 Objective Two:</b> Increase number of local and regional opinion editorials from the Beaverhead Chamber of Commerce (informational, non-political) by 100% by January 1, 2015. With goal of one op-ed per financial quarter beginning 2014 Q2 (first op-ed printed by June 30, 2014).</p> <p><b>G-3 Objective Three:</b> Increase number of journalists aware of Beaverhead Chamber by 200% monthly. Goal of 2-5 journalist introductions per-month.</p>	<p>Owing to the interactive ability to communicate with consumers, the Internet has become an important marketing tool in tourism industry (Buhalis, 2003; Wang, 2008a). According to a study by Ypartnership, 66% of US leisure travelers used the Internet to plan their travel in 2009, versus 35% in 2000 (Wilgen, 2009).</p> <p>Reference:  <a href="http://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1267&amp;context=gradconf_hospitality">http://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1267&amp;context=gradconf_hospitality</a></p>	<p>Having a dedicated individual on a contract basis to fulfill these goals will save the Chamber a significant amount of funds which will in turn allow for budgeting for other marketing and development projects. The development of <a href="http://www.BeverheadChamber.org">www.BeverheadChamber.org</a> will allow</p>	<p>Each Goal and Objective has measurable and timely metrics set within. These will be used to measure success.</p>	<p>\$4,200.00</p>	<p>No</p>	
			<p><b>To best explain this segment, we have included our Goals and</b></p>						

Marketing Support	Website/Internet Development/Updates	Yes	<p><b>Objectives for our Website development below. These goals and objectives will be met by the use of both contracts (under \$4999) and via in-house personnel.</b></p> <p><b>This segment covers the cost of further development and technical support for the new <a href="http://www.BeaaverheadChamber.org">www.BeaaverheadChamber.org</a> and for hosting. The total amount of this segment (which will be paid in a contract) will be \$2400.</b></p>	<p>Owing to the interactive ability to communicate with consumers, the Internet has become an important marketing tool in tourism industry (Buhalis, 2003; Wang, 2008a). According to a study by Ypartnership, 66% of US leisure travelers used the Internet to plan their travel in 2009, versus 35% in 2000 (Wilgen, 2009).</p> <p>Reference:  <a href="http://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1267&amp;context=gradconf_hospitality">http://scholarworks.umass.edu/cgi/viewcontent.cgi?article=1267&amp;context=gradconf_hospitality</a></p>	<p>The foundation of travelling, or destination discovery is locating the information needed to make a travel decision. By increasing our website presence and feature-set, the Beaverhead Chamber of Commerce will provide the "Inspiration, Orientation and Facilitation" motivators necessary to increase travellers to visit and stay in our region.</p>	<p>The success of this method will be measured by gauging whether or not the <a href="http://www.BeaaverheadChamber.org">www.BeaaverheadChamber.org</a> website is functional and other marketing segments are able to utilize the website to achieve their goals and objectives. This segment is primarily a utility that will enable other segments to succeed.</p>	\$2,400.00	No
Marketing Support	Billboards/Out-of-Home	Yes	<p>The Chamber will budget \$244 for personnel to design our billboard. This design budget will likely be used to compensate a student from the University of Montana Western to design the billboard. The \$244 may also be used as a reward for a billboard design competition at UM-Western.</p>	<p>This billboard placement receives 10,632 impressions per-week.</p>	<p>Design will be critical to the success of the billboard and the facilitation functionality of the billboard.</p>	<p>Same as measurement for billboard success.</p>	\$244.00	
Marketing Support	Administration	Yes	<p>\$3800.00 (20% of the \$19,000 budget) will be reserved for administrative needs including, but not limited to: Visitors Center staffing, materials, overhead and miscellaneous expenses incurred in the facilitation of a Visitors Center.</p>	<p>Knowledgeable staff and adequate information is important for the facilitation phase to be fulfilled to the visitor.</p>	<p>A robust and satisfactory Visitors Center experience is crucial to the facilitation phase of the travel decision making process. By allowing \$3800.00 into administrative budgeting, the Chamber will be better able to provide this critical experience.</p>	<p>The Beaverhead Chamber of Commerce has "Customer Experience" forms in the Visitors Center and will ask visitors to fill these forms out and measurement will be based from these forms.</p>	\$3,800.00	
Marketing Support	Opportunity Marketing	No	<p>The Beaverhead Chamber will allow for \$1156.00 to be used for Opportunity Marketing. These opportunities may include a cooperative opportunity regionally or locally, but having these funds set aside in the case of an opportunity will allow the Chamber the flexibility to effectively allocate funds mid-budget year without projecting now what those allocations may be. A detailed explanation of the use of Opportunity Marketing budget funds will be provided as funds are used.</p>		<p>It is difficult to predict every opportunity that may present itself to the Chamber within the budget year. Thus, we need the ability to assign funds to unforeseen opportunities.</p>	<p>A detailed explanation of the use of these funds will be provided upon use of the funds.</p>	\$1,156.00	No
							<b>\$19,000.00</b>	

**Marketing Method Budget**

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Billboards/Out-of-Home	\$4,200.00	\$0.00
Consumer	Website/Internet Development/Updates	\$4,200.00	\$0.00
Consumer	Printed Material	\$3,000.00	\$0.00



			<b>\$11,400.00</b>	<b>\$0.00</b>
Marketing Support	Billboards/Out-of-Home		\$244.00	\$0.00
Marketing Support	Website/Internet Development/Updates		\$2,400.00	\$0.00
Marketing Support	Administration		\$3,800.00	\$0.00
Marketing Support	Opportunity Marketing		\$1,156.00	\$0.00
			<b>\$7,600.00</b>	<b>\$0.00</b>
			<b>\$19,000.00</b>	<b>\$0.00</b>

**Miscellaneous Attachments**

File Name	Description	File Size
<a href="#">cvb_marketing_plan_2014.docx (336 KB)</a>	Original marketing plan created by Chamber to apply for CVB funding prior to knowledge of regulations.	336 KB

**Region/CVB Required Documents**

File Name	Description	File Size
<a href="#">beaverhead_cvb_requireddocs.pdf (1.8 MB)</a>	Please find the attached required documents. Proof of tax exempt status and required documents are enclosed in one .pdf document. FEIN: 81-0351834	1.8 MB

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