



Grant Details

27194 - FY16 Region/CVB Marketing Plan

32961 - FY16 Dillon CVB Marketing Plan

DOC Office of Tourism

Grant Title:	FY16 Dillon CVB Marketing Plan		
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Applicant Organization:	Beaverhead County Chamber of Commerce and Agriculture		
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Grant Administrator:	Barb Sanem		
Amendment Comments			

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 Co area that serves nearly 13,000 people. As directed by the City of Dillon City Council in 2014, the Beaverhead Chamber of Commerce was given the responsibility to administer the Dillon C

The Dillon CVB 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 ar 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 conjunctio 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 (Le 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 smaller towns that each serve as gateways to uniq 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 th

- 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.

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

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

Inspiration: Having a mobile application available in the Apple and Android marketplaces will allow all of the collateral material and any exterior marketing to offer more content than might opportunity that we have to inspire (via location packets, newsletters, advertising, etc.) we will include the mobile application as an additional resource to inspire visitors to explore Beaverh

Orientation: Our efforts, as allowed by CVB funding designation, to structure a mobile application as a one-stop experience for our region (Beaverhead County) to provide ample informati 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 a mobile application, our plan will provide the necessary orientation opportunities for prospective publics to choose Dillon and Southw to also facilitate the public's planning and preparation process.

Facilitation: Through the use of collateral (both printed and downloadable via our mobile application), networking and social media, the Beaverhead Chamber will facilitate both intentional 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 create a mobile 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 opportunity filled, area they've stumbled upon.

Further, our mobile application will facilitate visitors with maps, phone numbers, websites, calendars and other essential utilities that will facilitate an exceptional experience in Southwest M

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 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 and into Southwest Montana.

Optional: Include attachments here

3. Who is your market?

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 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 to 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 ride 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 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

The Decision Maker: Dillon is increasingly becoming a potential area for business relocation (Helix Business Solutions in 2014), which could bring the opportunity for economic opportunity 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 D the benefits of locating business headquarters in our county. By communicating with this demographic, which is generally visiting Southwest Montana for outdoors recreation opportunities, 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 opportunity 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: 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 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 through local and regional an 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 using our mobile application and the marketing that is in conjunction with that effort.

Day-time walkers: The Dillon area has an expanding trail system that surrounds the town and provides opportunities to walk or bike the perimeter of the city. This trail system provides an opportunity for time discovering and exploring the area while staying close to the merchants and restaurants in Dillon. In the summer of 2015, a pedestrian friendly intersection will be constructed in a major area. This area will be a great place to communicate with this market (target public).

Agri-Tourism: This is a market that the Beaverhead Chamber has not specifically targeted in the past. While we have conducted very similar activities that may seem to be agri-tourism can necessarily planning these events with agri-tourism in mind, rather these events are culturally and traditionally planned. While planning these events and opportunities in the future, the Chamber available that help to define the agri-tourism market and how to best communicate with this market.

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 (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. million 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 willing to make decisions that boost economic opportunity in the area and enhance tourism and visitor appeal to the area. See the following articles. In addition, 2014 saw the expansion of Solutions, based in Memphis, TN, by opening a Dillon office.

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>

http://mtstandard.com/news/local/high-tech-business-expands-to-dillon/article_25000abc-19dd-11e4-ba77-001a4bcf887a.html

According to 2013 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 sites, Fishing/fly fishing, Attending Festivals/Events

89% of the 1,396,552 visitors in 2013 were equipped with wireless technology.

4. Overall Goals

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

G-1 Objective One: To have a mobile application dedicated to tourism and recreation functional by October, 2015

G-1 Objective Two: Increase restaurant and hospitality information available to visitors by 50% by December 31, 2015

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 applicable to tourists on the mobile application by December 31, 2015.

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

Goal Three: Build an audience for new mobile application visitor's guide through digital marketing.

G-3 Objective One: Build and launch the app with the expertise of TouchPoint Designs, Inc. by the end of FY2016 Q1 (September 30, 2015)

G-3 Objective Two: Collect data from the online traffic directed to our website (www.beaverheadchamber.org) & mobile app from Google AdWords & Facebook Targeted Marketing, analyze & correct any inadequacies.

G-3 Objective Three: Increase downloads by 10% month-over-month after launch of mobile application.

5. Joint Venture Opportunities

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

During our first year as a CVB, Dillon advertised with Southwest Montana and the KOA. These may be smaller joint ventures, but we will continue to participate with them for FY 2016.

As our budget increases over time, we will consider larger joint ventures that we can have a significant level of involvement with.

Include pie chart here.

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Optional: Include attachment here.

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

We would potentially be well-suited to work in support of efforts of the Southwest Region as Beaverhead County (Dillon CVB) 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?

In FY 2015, the Dillon CVB advertised in the Southwest Montana Travel guide. We are not able to determine its effectiveness at this point.

Optional: Include attachments here.

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Marketing Segment, Strategy & Budget

Marketing Segment	Marketing Method	Does research support this method?	Describe your method.	Supporting research/statistics	Plan to measure success?	Provide a brief rationale.	Estimated budget for each method.	Market Evalua
Consumer	Mobile Applications	Yes	The Beaverhead County CVB (Dillon CVB) will have a mobile application developed that will provide a robust experience for potential and actual visitors. The application will have maps, events, hospitality information (for all businesses, not only Chamber member businesses) that will act as a	Mobile apps are becoming a standard in marketing because it's a fast & anonymous avenue to browse information of interest. Research shows that most late bookings will be made on mobile devices. According to ITU Business Development, 65% of late or last minute hotel bookings are done via mobile devices, signifying that a mobile experience for tourists to make last minute facilitation decisions due to information found on the mobile application, is a realistic concept for our area. http://www.slideshare.net/TineThygesen/mobile-trends-how-they-influence-travel-and-tourism-for-slideshare	We will measure success by tracking the following: - Number of downloads - Number of references made to the application - Timeliness of the development	All three phases of the travel devision process are met by a mobile application. The mobile application can inspire untended 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 for their use and to better facilitate their experience in the region.	\$4,750.00	

			<p>catalyst for more tourism. We will reference the mobile application in all of our marketing activities, both Chamber and non-Chamber, to make sure we generate the appropriate level of traffic for the mobile application.</p>		<p>- Overall community buy-in to ensure word of mouth is positive in spreading the application.</p>	<p>We have been approached by Touch Point Designs, LLC of Lolo, MT to design our mobile application for \$3750.00 and it will be based on both the Android and iOS platforms.</p> <p>Examples of other guides done by Touch Point are available: www.interactivetravelguides.com</p>	
Consumer	Online/Digital Advertising	Yes	<p>We will launch an online marketing campaign to promote our new mobile application.</p>	<p>Depending on how effective the targeting is, GoogleAdWords provides results in a powerful way that we couldn't replicate on our own. More information on GoogleAdWords is: http://www.google.com/adwords/?subid=us-en-adon-aw-bing-bk</p> <p>Facebook has over 1 billion users. Not all of them are going to be targeted by our marketing activities, but those who are identified to meet the target profile will receive information about our new mobile application. While we don't have a specific number until we run the campaign, it is common-knowledge that Facebook ads have a wide reach. More information on Facebook ads: http://socialmouths.com/blog/2013/05/14/facebook-ads-vs-promoted-posts/</p>	<p>We will measure success by noting whether or not we met our mobile application download goals for the year and other metrics allowable by the two marketing channels.</p>	<p>This will include, Google Ads and Facebook promotions. We will use these channels to target our potential audiences with specific keywords like: Visit Montana, Travel Montana, Bannack State Park, Dillon, Jackson, Southwest Montana, Maverick Mountain, Beaverhead-Deerlodge National Forest, etc...</p>	\$2,500.00
Consumer	Printed Material	Yes	<p>We will set aside \$5500 of our designated CVB funds to put towards printed materials in our visitors center. The printed material that this will include are brochures 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 \$5500 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>We may also use a portion of the \$5500 to help with the printing of the Beaverhead Quarterly, which will focus on both tourism and the economy of Beaverhead County. Our first edition of the Beaverhead Quarterly can be found in the Miscellaneous Attachments portion of the application. We would change the cover for future editions to comply with CVB regulations for printed materials such as this.</p> <p>Our area is also in dire need of some maps (like the Southwest Montana tear-off maps) for our area. This would include printing those maps if we are able to have them designed in FY 16.</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>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 2016 Visitors Guide (i.e.: creation, printing and dispersment).</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>	\$5,500.00
Consumer	Print Advertising	Yes					\$4,600.00

			<p>This method will be primarily used to allow our Chamber/VIC/CVB to advertise in the 2016 Southwest Montana travel guide. This will also cover the design for this advertisement. Other print advertising includes the KOA travel guide that is given to all visitors. We will include a link that allows visitors to download our mobile application as well.</p> <p>All print advertising will link to the mobile application so we can continue to generate the appropriate traffic needed to increase awareness of the mobile application and allow our visitors a better experience.</p>	<p>Advertising has been a successful method for Beaverhead County. With the proper message and follow-up material (like a mobile application) advertising can help inspire, orient and facilitate tourism and recreation in Beaverhead County. It also both externally and internally benefits the commerce of our area by inspiring others to explore the businesses in our area and also gives the businesses more confidence in their exposure due to an increase of advertising.</p>	<p>Number of references made to advertisements and we will also place special URLs and offers to be able to track effectiveness of our ads.</p>	<p>We feel strongly that we need to be visibly present in our community and in materials that go beyond our borders.</p>	
Marketing Support	VIC Funding/Staffing/Signage	Yes	<p>In a continuation of our 2015 CVB plan, we will continue to allot funding to staff our VIC in the summer months. This funding will be very useful in allowing us to keep our doors open more days of the week to better facilitate tourists and visitors.</p>	<p>VIC is a state sponsored program and designation that has been held by Beaverhead County for several years.</p>	<p>By the count of visitors kept by the VIC staff member.</p>	<p>Keeping our doors open more than just three days per week will allow us to better facilitate our visitors with information and the experience they need. This will also allow us to remain open on Saturdays.</p>	\$4,000.00
Marketing Support	Administration	Yes	<p>\$3,800.00 (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>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>	<p>A robust and satisfactory Visitors Center experience is crucial to the facilitation phase of the travel decision making process. By allowing \$3,800.00 into administrative budgeting, the Chamber will be better able to provide this critical experience.</p>	\$3,800.00
Marketing Support	Opportunity Marketing	No	<p>The Beaverhead Chamber will allow for \$1,900.00 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>Things come up and we would like the flexibility to take advantage of what might come our way.</p>	<p>A detailed explanation of the use of these funds will be provided upon use of the funds.</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>	\$1,900.00
Publicity	Marketing/Publicity Personnel	Yes	<p>We will set aside a remaining amount of \$1,064.49 for miscellaneous marketing material creation. This will include any additional design elements</p>	<p>Without marketing materials, we will not be able to market.</p>	<p>We will measure our success by our ability to have quality marketing materials to support our</p>	<p>Every item budgeted in our 2016 CVB Marketing plan accounts for figures for printing, mobile app development, etc. In most cases, the logos, graphics and other media that will be needed to polish these projects off are not currently available, which</p>	\$1,064.49

