

Montana 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 **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 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 cre 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at the bottom of the application and will be visible to any **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.

Application Details

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41744 - FY17 Region/CVB Marketing Plan - Final Application

43929 - FY17 Belgrade CVB Marketing Plan
DOC Office of Tourism

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|----------------|--------------|---------------------------------|---------------------|
| Status: | Under Review | Original Submitted Date: | 05/04/2016 4:31 PM |
| | | Last Submitted Date: | 05/31/2016 11:37 AM |

Applicant Information

Primary Contact:

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Salutation First Name Middle Name Last Name

Title:

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Alternate Email

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*** City State/Province Postal Code/Zip**
 Belgrade Montana 59714
City State/Province Postal Code/Zip

Phone:* 406-388-1616
Phone ###-###-####

Alternate Phone

Fax:

Comments:

Organization Information

Name:* Belgrade Chamber of Commerce
Organization Type: Non-Profit Organization
Organization Website: www.belgradechamber.org

Address:* 10 E. Main

* Belgrade Montana 59714
City State/Province Postal Code/Zip

Phone:* 406-388-1616

Ext.

Alternate Phone

Fax:

Email address dyoungberg@belgradechamber.org

Alternate Email dyoungberg@belgradechamber.org

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 destination align with Montana's brand pillars?

Belgrade is a quaint, thriving town built on its established service industries and established community. With the growth within the town, it supports retail and restaurant businesses along with a booming housing market.

Due to Belgrade's geographic location, settled next to an international airport, at the crossroads of two major highways, and being centrally located - Belgrade attracts and supports tourism traffic with its services, beautiful parks and small town hospitality.

The town is easy to navigate when driving, extremely accommodating in its vast services provided, and offers all the amenities that Montana, local charm tourists enjoy experiencing.

We hope to attract tourists flying in that are going to Big Sky and Yellowstone Park. Many of these visitors rent a condo and need a quick lunch or dinner before heading on their way. We also hope to attract visitors who are traveling by car coming out of the park on I-90. Belgrade is a great place to stop for lunch, get supplies, stay the night, or the week! It would make a great base camp.

Belgrade, Montana's Strengths

Location - Belgrade is positioned at the intersection of two major highways traveled by tourists. Interstate 90, which offers travelers access to Billings and Westward access towards Missoula, the Flathead as well as the state capital, Helena. To the South is Highway 191, which offers access to West Yellowstone and Southwest to Virginia City, Nevada City and Lewis Clark Caverns. Within 30 to 60 minutes from Belgrade you can reach the state's best treasures.

Shopping and Dining - Belgrade offers a number of antique shops, local ranch stores and popular restaurants that attract travelers seeking a Montana experience.

Parks & Events - Belgrade has two major parks and 6 neighborhood parks. Lewis & Clark Park just off main has a Splash Park! There are races every Friday Night from Memorial Day to Labor Day. There are two Ice Skating Rinks with warming shacks.

Travel Services - The expansion of the Bozeman Yellowstone International Airport offers over 11 direct flights to Bozeman from Montana. Alongside the expansion of the airport, is the expansion of the rental car fleets and services. This offers more opportunities for tourists to reach their destination, which encompasses driving through Belgrade. We also have a Visitor Information Center located in the airport.

Yellowstone National Park - Belgrade is located within 90 miles of Yellowstone National Park, one of the most popular national parks. The park attracts tourists due to its reputation for wildlife viewing, geysers, hiking, camping, and other tourist attractions in the summer.

Year Round Recreation - Yellowstone Country Montana offers year round recreation which draws tourists to the area, whether drive or fly. Big Sky Resort, fly fishing on the Madison River, white water rafting and kayaking on the Gallatin River, extensive trail systems within Yellowstone Country Montana. We are 40 minutes from two major Ski Areas, and access to thousands of snowmobiling, cross country skiing and snowshoeing.

Lodging Establishments - Belgrade houses 311 hotel / motel rooms along with a handful of privately owned vacation rentals within a few minutes drive. For travelers a great place to spend the night before proceeding to their final destination or staying in Belgrade as their "Base Camp". Laundry services, breakfast, and amenities on the room for a more comfortable long term stay.

Belgrade's Opportunities

Belgrade has an opportunity to capitalize on drive traffic from I-90 or travelers who have flown into the Bozeman Yellowstone International Airport. Educating travelers on the services available in Belgrade, the goal is to increase the ease of their travels and offer a Montana experience. As a central location, Belgrade is the gateway to some of Montana's finest attractions, most within a hours drive.

Belgrade, Montana's Challenges

Not a destination - The city of Belgrade is built on its service industry and is not a standalone destination location for tourism.

Seasonal traffic - Like other areas of Montana, Belgrade is affected by the seasonal traffic patterns of tourism. This results in about 6-8 occupancy months.

Belgrade Alignment with Montana Brand Pillars:

More Spectacular, Unspoiled Nature - Belgrade is settled in the heart of the Gallatin Valley. Regardless of the direction one looks, there are mountain ranges - The Bridgers, The Spanish Peaks, and The Tobacco Roots. Belgrade is also on the cusp of wide open farm landscape scenery than snowcapped mountains.

Vibrant and Charming Small Towns - Belgrade is a vibrant, charming small town. There are antique shops, parks, picnic areas, family recreation, and a quaint downtown. With lovely landscapes and smiles on every corner, the town is warm and welcoming to all travelers.

Breathtaking Experiences By Day - Yellowstone Country Montana offers a number of outdoor recreation adventures and historic culture. It's a day hike to a mountain lake, guided fishing expedition, experiencing a day on the slopes of Bridger Bowl Ski Area or a trip to the Caverns - there will never be a dull day when visiting Belgrade, Montana.

[Optional: Include attachments here](#)

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

Throughout all marketing methods outlined, Belgrade will inspire online interactions by speaking to the need of the Montana traveler. All traffic will be directed to the Visitor's page on the Belgrade Chamber of Commerce's website where they'll be oriented with the town and its website and visitor page of the beautiful landscapes surrounding Belgrade will give the visitors a vision of Montana's beautiful mountains and spaces. With clear communications and visual stimulus, we will facilitate the rendering of Belgrade services.

[Optional: Include attachments here.](#)

3. Who is your market?

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

Target Market

Demographics

Adults 35 - 70

College graduates

\$36K + Household Income

Mercury CSC - in their research for the Montana Office of Tourism found

These people are in their 30s, 40s, and 50s, college educated and have above-average disposable income. They take 3-5 leisure specific qualifications:

1. **They have the desire to get off the beaten path—they want to localize as much as possible.**
2. **They seek the authenticity of people and places, and want to immerse themselves in the culture.**
3. **They use technology to plan and explore a destination before they arrive, and are frequent and heavy Internet user.**
4. **They still find inspiration in travel, leisure, lifestyle and outdoor recreation magazines.**

Source: <http://www.mercurycsc.com/work/montana-office-tourism/>

Travelers are interested or involved in one of the following:

- Traveling national parks
- Hiking
- Backpacking
- Skiing / Snowboarding
- Snowmobiling
- Ice climbing
- Hunting
- Fishing
- Bird watching
- Mountain biking
- Dirt biking
- Other outdoor adventure and recreation

Geographics

Major markets within the United States include Chicago, Seattle, Denver, Dallas, New York, Texas, Salt Lake, Los Angeles and M

The regional drive markets such as Bismarck, Rapid City, Fargo, Idaho Falls, and Pocatello.

In state drive traffic traveling on I-90 and Highway 191 and travelers from the Canadian Provinces traveling from the North.

Markets that offer direct flights to Bozeman Yellowstone International Airport which may include Oakland/San Francisco, New York Salt Lake, Chicago, Minneapolis, Seattle, Atlanta, Las Vegas, Mesa and Portland.

Pshyco-graphics

1. They have the desire to get off the beaten path—they want to localize as much as possible.
2. They use technology to plan and explore a destination before they arrive, and are frequent and heavy Internet users.

3. They still find inspiration in travel, leisure, lifestyle and outdoor recreation magazines.

Source: <http://www.mercurycsc.com/work/montana-office-tourism/>

b. What are your emerging markets?

An emerging market for Belgrade is the young, ambition professionals who vacations in SW Montana, then decides to relocate to our area. It Montana is on the rise for jobs, especially within the tech industry. With this said, we anticipate and increase in small business growth as well service industry town, we want to encourage those travelers to experience the local flavor and attractions in order to encourage a relocation c

<http://mthightech.org/2016-alliance-survey-results-montanas-high-tech-industry-growing-7-times-faster-than-other-sectors-paying-average/>

Facilitation:

Out of the three phases of travel decisions, our marketing plan addresses facilitation by providing helpful tools to ensure that travelers can ea services advertised. On our website, we offer a map to help travelers easily navigate, as well as understand, the serves within their immediat arriving in SW Montana. We have our Visitor Center in Belgrade that provides travel assistance, maps, and brochures, as well as a Visitor Ce

c. What research supports your target marketing?

Supporting Research

Geographic, demographics and psychographics:

<http://tourism.mt.gov/>

Overseas marketing efforts and data:

<http://tourism.mt.gov/>

The demand for retail and restaurant business to nonresident travelers:

<http://www.itrr.umt.edu/>

Optional: Include attachment here.

4. Overall Goals

Our Goals:

1. Highlight Belgrade as an essential hub when traveling to and from tourism destination locations. Promote the local Belgrade bu knowledgeable and most of the all convenient for travelers.

- 2. Position Belgrade as the most convenient exit on I-90 for services needed to support drive traffic.
- 3. Capitalize and support the tourism efforts of Bozeman and surrounding areas.
- 4. To continue to improve our marketing with the assistance of the Bed Tax Funds and form a TBID to help with local marketing, s

Optional: Include attachments here.

5. Joint Venture Opportunities

a. In what types of Joint Ventures with MTOT would you like to participate?

Right now we have a very small budget and have we have no plans for any joint ventures. We will consider them for future years

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

We do have money leftover because of our slow start to online ads due to our problems with the visitor page, we will be using mo the Belgrade Chamber of Commerce to redo the entire website to make it mobile friendly and easier to navigate. We are also doi Bozeman Chamber on the Visitor Information Center at Bozeman Yellowstone International Airport to promote Bozeman, Belgrad Montana.

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

We have not done any Joint Ventures with our Bed Tax monies.

Optional: Include attachments here.

Include pie chart here.

[Copy of Budget.xlsx](#)

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 |
|-------------------|--------------------------------------|------------------------------------|--|--|---|---|-----------------------------|
| Consumer | Website/Internet Development/Updates | Yes | The entire site on the Belgrade Chamber of Commerce's website www.belgradechamber.org will be redesigned in order to best communicate the benefits Belgrade | The supporting research in our narrative shows our target market uses technology to plan and explore | By updating and making our entire website more user freindly, attractive and informative, the | Using the google analytics we can track the traffic on this page, and what types of | |

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| | | | <p>businesses can offer travelers. The site is not mobile friendly and cumbersome to navigate. With a fresh new look, to go with the specific Visitor Page, the site will enhance the users experience. This will allow other marketing efforts to drive traffic to the Belgrade Chamber's website to help achieve the goals set forth in this plan. The Belgrade Chamber of Commerce will also put money towards this venture. This is not new money, but money that will be left over from 2016.</p> | <p>a destination before they arrive, and are frequent and heavy Internet users and mobile devices such as smart phones and tablets.</p> | <p>visitor will be able to see what services Belgrade has to offer i.e. restaurants, retail stores, gas & convenience stores and lodging. It will also list support services that travelers may be seeking. A list of parks and their amenities for picnics or a break for the children. Taking in an event when available and making the community look professional and appealing for possible business relocation.</p> <p>Some services may be obtained prior to visiting such as groceries & other supplies needed for condo stays, as well as lodging for those late night flights before making the trek to Big Sky and Yellowstone National Park or vehicle travelers stopping for the night.</p> | <p>services they are interested in. We also need to monitor published findings from other resources to discover new opportunities to better manage our website and page content to make the visitors trip to the site problem free.</p> |
| Consumer | Social Media | Yes | <p>Belgrade will utilize their Facebook page to offer monthly content and creative to solidify the consistency of the online campaign. This will also provide a traffic source to the Belgrade Chamber of Commerce's visitor page on the website. The goal in</p> | <p>Again, our research has shown our target market uses technology to plan and explore destinations before they arrive and are frequent and heavy</p> | <p>Our rationale is with a small budget to get the best bang for our buck. Our advertisements will increase the "likes" to our Facebook page</p> | <p>Analytics for click throughs will be analyzed.</p> |

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| | | | <p>utilizing social media is to increase fan base, awareness of Belgrade services and increase Belgrade's exposure. The opportunity budget will also help support this marketing method by boosting posts for additional exposure opportunities.</p> | <p>Internet users. Social Media is an effective internet marketing tool. We have the opportunity to market to large groups of people at a minimum expense, who by their activity have shown interest in Montana and all of the attractions and outdoor activities. We can push more people to our website, where they can learn more information about Belgrade to help them plan their current or future vacations or business trips.</p> | <p>and increase the traffic to our website. Each person who likes our page will be spreading the word. Just like word of mouth is a great advertisement, the same goes for social media.</p> | |
| Consumer | Online/Digital Advertising | Yes | <p>Retargeting advertising will be used as outlined below to increase the national exposure of the Belgrade services in support of the State's travel efforts. In utilizing online targeting tools, Belgrade will efficiently maximize the provided budget in a strategic manner which will also provide concrete tracking and reporting tools to monitor and adjust the campaigns as necessary.</p> <p>Audience Targeting</p> <ul style="list-style-type: none"> · Gender: Female · Age: 35-70 · HHI: \$36,000+ · Intent: Travel to Montana <p>Contextual Targeting</p> <ul style="list-style-type: none"> · Gender: Female · Age: 35-70 | <p>For our target market:</p> <p>Mercury CSC - in their research for the Montana Office of Tourism found:</p> <p>These people are in their 30s, 40s, and 50s, college educated and have above-average disposable income. They take 3-5 leisure trips per year with some specific qualifications:</p> | <p>Targeted Online Marketing can increase Belgrade's national exposure.</p> | <p>We will efficiently maximize the provided budget in a strategic manner which will provide concrete tracking and reporting tools to monitor and adjust the campaign as necessary.</p> |

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|-------------------|----------------------------|-----|--|--|---|---|---|
| | | | <ul style="list-style-type: none"> · HHI: \$36,000+ · Content related to Bozeman & Yellowstone Country Montana <p>Search Targeting</p> <ul style="list-style-type: none"> · Gender: Female · Age: 35-70 · HHI: \$36,000+ · Searches related to Bozeman & Yellowstone Country Montana | | | | |
| Marketing Support | Administration | Yes | <p>We plan to be very frugal with the funds provided for administration. Salary to pay for additional financial reporting, quarterly reports for the Executive Director will be the bulk of the administrative budget, as well as any necessary supplies to carry out these duties. I assure you the 20% allotment for administration is appreciated and will be wisely spent.</p> | <p>This being only our second year, we still are learning about our markets! We have consulted with other CVB's to glean as much information as we can to help us make this year successful.</p> | <p>Our rationale will be to set up a system to help streamline our reporting and monitoring of the funds. It is our hope that proper administration of these funds will increase traffic to our community and increase the amount of Bed Tax Revenue for the State and our community. We also hope that by bring these young professional here they will fall in love and move their business here as well!</p> | <p>Our numbers have increased each month with our online ads and facebook activity. We have only been online since January, as we needed to get our Visitor Page on our website finished, as that is where our ads were directing visitors to. We will evaluate again at the end of this quarter and make adjustments, depending on the numbers. Our hotels continue to see more guest stay and bring more funds to the MTOT and our CVB!</p> | <p>Right now we have or had one quarter of results, so is hard to s whether it i a complete success. Our numbe of people v are reachir are okay, and we will continue to monitor the and make adjustment So a small budget we only have social med and online ads to judg from.</p> |
| Marketing Support | Marketing Plan Development | Yes | <p>Since we aren't in the marketing business, we felt it was important to involve those who were experts in</p> | <p>Consulting with other CVB's and Regions, they felt involving a</p> | <p>We are not experts in the Marketing Field and there is so</p> | <p>As we prepare our quarterly reports, we will go over our</p> | <p>We will know t end of June wl we look at all c our results!</p> |

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| | | | <p>their field. Armstrong Marketing Solutions helped us put together this marketing plan and deciding the best ways to spend our funds. Megan Armstrong, owner is very knowledgeable about digital marketing and has many contacts. She also know the visitor experience side, as she worked in Big Sky for several years.</p> | <p>marketing company was a prudent way to spend funds and get the best marketing for the dollar.</p> | <p>much out there to choose from. Armstrong Marketing Solutions has a great reputation gave us all kinds of scenarios for our marketing. In the short time we had, we felt they gave us an excellent place to start! Now in our second year we are please with the service we have received. They are a great fit for us and creating a great niche for our community.</p> | <p>numbers to be able to see if our choices were successful and adjust from there.</p> |
| Marketing Support | Opportunity Marketing | Yes | <p>We used the 10% allowed for Opportunity Marketing method to maintain a small amount of funds that would be available for an unknown opportunity in the marketing method that we are unaware of at this time.</p> | <p>We have budgeted the 10% allowed especially since this is our first time and we don't know what to expect.</p> | <p>Our rationale would be to stay within the mission goals of our marketing plan.</p> | <p>Our success will be measure on the individual project.</p> |
| Marketing Support | TAC/Governor's Conference meetings | Yes | <p>As required, we will attend the TAC Meetings. We will also be attending the Governor's Conference on Tourism. We find this conference a wealth of information and learn something new each year. The networking with other CVB's, Regions, and tourism related businesses make the experience very valuable.</p> | <p>Personal experience from attendance at this conference has proved to be a very educational conference. We have implemented several programs from information that we received at the conference.</p> | <p>The rationale behind supporting the attendance at the meetings is to enhance the ability of any region or CVB to stay compliant with the regulations and to have a greater understanding of what MTOT is undertaking on behalf of the tourism segments in Montana.</p> | <p>The success will be measured by the accurate information the attendees take back to the CVB Board and Chamber Board and the follow-through of the implementation of the Marketing Plan and ideas presented at the meetings.</p> |
| | | | | | | |

Marketing Method Budget

| Marketing Segment | Marketing Method | Bed tax funded budget | Non |
|-------------------|--------------------------------------|-----------------------|-----|
| Consumer | Online/Digital Advertising | \$11,975.00 | |
| Consumer | Website/Internet Development/Updates | \$14,000.00 | |
| Consumer | Social Media | \$2,000.00 | |
| | | \$27,975.00 | |
| Marketing Support | Administration | \$5,040.00 | |
| Marketing Support | Marketing Plan Development | \$2,185.00 | |
| Marketing Support | Opportunity Marketing | \$2,500.00 | |
| Marketing Support | TAC/Governor's Conference meetings | \$1,500.00 | |
| Marketing Support | VIC Funding/Staffing/Signage | \$0.00 | |
| | | \$11,225.00 | |
| | | \$39,200.00 | |

Miscellaneous Attachments**Reg/CVB Required Documents**

MONTANA.GOV
OFFICIAL STATE WEBSITE

[Contact Us](#)

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