

Montana Grants and Loans

 [Menu](#) |  [Help](#) |  [Log Out](#)

 [Back](#) |  [Print](#) |  [Add](#) |  [Delete](#) |  [Edit](#) |  [Save](#)

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 **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.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

[Map](#) | [Print to PDF](#) | [Negotiation](#) | [Annotations\(0\)](#) | [Versions](#) | [Feedback](#) | [Withdraw](#)

41744 - FY17 Region/CVB Marketing Plan - Final Application

43958 - FY17 Sidney Region/CVB Marketing Plan
DOC Office of Tourism

Status: Under Review

Submitted Date: 05/06/2016 2:37 PM

Applicant Information

Primary Contact:

Name:* Mrs. Kristin Kennedy
Salutation First Name Middle Name Last Name

Title:

Email:* kristin@sidneymt.com

Alternate Email kristin.chamber@sidneymt.com

Address:* 909 S. Central Ave

* Sidney Montana 59270
City State/Province Postal Code/Zip

Phone:* 406-433-1916
Phone
###-###-#### Ext.

Alternate Phone 406-480-0029

Fax: 406-433-1127

Comments:

Authorized Official

Name:* Ms. Grace M Warren-Diaz
Salutation First Name Middle Name Last Name

Title:

Email:* admin@sidneymt.com

Alternate Email info.chamber@sidneymt.com

Address:* 909 South Central Ave
info.chamber@sidneymt.com

* Sidney Montana 59270
City State/Province Postal Code/Zip

Phone:* 406-433-1916
Phone
###-###-#### Ext.

Alternate Phone 406-433-1916

Fax: 406-433-1127

Comments:

Organization Information

Name:* Sidney Chamber of Commerce, Inc

Organization Type: Non-Profit Organization

Organization Website: www.sidneymt.com

Address:* 909 S Central Ave

* Sidney Montana 59270
City State/Province Postal Code/Zip

Phone:* 406-433-1916

Ext.

Alternate Phone

Fax: 406-433-1127
Email address schamber2@midrivers.com
Alternate Email schamber2@midrivers.com
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?

This is your welcome invitation to Sidney, Montana where friendly people thrive on a long heritage of agriculture, oil and gas exploration and visitor experiences. This place provides an authentically unspoiled and captivating Eastern Montana landscape as the perfect back drop for outdoor adventure, sporting events, festivals, and fairs or to simply find a slower pace from urban chaos. Come and find your sense of freedom in this frontier community.

Nestled in the fertile valley of the lower Yellowstone River; Richland County offers a unique variety of landscapes. Rugged badlands for a spectacular "wall" to the east while the river carves its way northward to the majestic confluence of the Yellowstone and Missouri rivers. In the western reaches of the county, open spaces and rolling hills leave little doubt that you are in Big Sky Country. (Sidney Herald, "Information about Richland County", p. 20)

We look to attract visitors who enjoy the festivals, fairs, conferences, and events that happen in the rural communities. With over 1,000 hotel rooms we are able to host a variety of sporting events, business conferences, and community events to boost our economy.

We do face the challenges of the boom town stereotype. However, our community is vested in providing a grand experience to any visitor who passes through.

We are the epitome of the Montana brand pillars to offer simple, confident, genuine and grounded experience for all of our visitors whether they are looking to stay a day, a month, or forever in our frontier community.

Optional: Include attachments here [1\) Describe your destination.docx](#)

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

Visitors need to be inspired to visit the Sidney area. It is important that we show visitors what we have to offer and assist them in making the Sidney area their destination. Showing them our outdoor activities, such as fishing, wildlife viewing, guided hunting, our museums, the Yellowstone & Missouri River's for boating, canoeing, kayaking, and our events all play an important role in inspiring our visitors.

Orientation to our area assisting the visitor in the planning process. Visitors are using the internet, magazines and social media to find out more about our area and research our amenities for planning their trips. Our website, social media, visitor guides, brochures and print advertising are all tools we use to capture our visitors and assist them in the planning process.

Our visitor center offers a variety of outlets for gathering information about our area. We also offer visitor information to a variety of locations around the county.

Distributing calendars of events and visitor guides, we can better assist the visitor with identifying the many activities we have to offer. Visitors can stop by the visitor center and our friendly staff will assist with planning day trips and destination trips. Often we have visitors request mailed information in advance.

Optional: Include attachments here. [2\) Inspiration Orientation Facilitation.docx](#)

3. Who is your market?

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

Target Geographics

Sidney is unique for having two different types of markets. We cater to the oil industry travelers coming from all over the world for business in the Bakken, and the growing tourism industry of adventurers that want to experience the untamed nature of our region. The Sidney area landscape changes for prairie lands to badlands. Adventurers can go from biking the beauty of grass lands right into the rugged terrain of the badlands.

Narrowing in on the tourism visitors, the Sidney area will target the following geographic markets: Colorado, North Dakota, Wyoming, South Dakota, Michigan, Idaho, Texas, Oregon, Alaska, Illinois, and across the state of Montana. Some of these markets are where a majority of the oil field workers are living and working, we will inspire them to bring their families to our area for a close weekend getaway and a travel destination away from the fast moving Bakken.

Target Demographics

A) Hunters & Fishers: Heavily skewed male audience, typical income level of \$35,000+; census statistics suggest about 15% of the general US population age 16 and older fishes, while 10% hunt.

B) History & Culture Buffs: Adults 35+ who are traveling with or without children, with a household income of \$60,000+. These travelers are interested in a variety of history, arts and culture and are likely to visit a historical site during their vacation.

C) Couples: Adults 30+ years of age without children. They have a household income of 40,000+, interested in history/culture/arts, museums, soft adventure, wildlife viewing/bird watching, dinosaurs, events, scenic attractions.

D) Traditional Family Travelers: Adults 35+ years of age, with or without children. They have a household income of \$60,000+. These travelers participate in scenic driving, nature photography, camping/hiking, museums and wildlife viewing/bird watching and dinosaurs. They are interested in creating a relaxing and memorable experience together.

E) RV/Camping Travelers: Adults 35-65, with children; Adults 55-64, without children. They have a household income of \$75,000+. These travelers participate in camping, hiking and visiting historic sites, sightseeing, photography and wildlife viewing/bird watching and dinosaurs.

F) Outdoor Enthusiasts: Adults 35-60 years of age who are traveling with or without children. They have a household income of \$40,000+. They enjoy participating in outdoor activities such as camping, hiking, biking, fishing, hunting, birding, dinosaurs, ATV's, motorcycles, and water recreation.

G) Group Tour Operators who have a strong interest in history and culture related tours, Lewis & Clark and the Rocky Mountain West; includes RV travelers and travel clubs.

H) Mature Adult: 50+ years of age traveling as a couple with or without grandchildren. They have a household income of \$50,000+, retired with time to spend in Montana.

Target Psycho-graphics

The Sidney area will target the outdoor enthusiasts, history buffs, hunter and fisherman, and families. The Sidney area has seven fishing locations with boat access on the Yellowstone and Missouri rivers. We have a variety of historical sites and museums, several special events throughout the year, beautiful landscape for the nature photographers, and hunting guides. Many families come to the Sidney area from North Dakota to spend the weekend and shop. Visitors are coming to the Sidney area for the open uncrowded space to enjoy the small towns and beauty of Montana.

b. What are your emerging markets?

Emerging Markets

While Sidney's main market continues to be the business traveler, we are starting to see more visitors interested in our area for hiking and biking. We will work with BLM and FWP to map and identify a trail system. We have an increase in travelers going to sporting events, particularly high school.

In 2014, we saw an increase in visitors requesting hiking and biking trails. Although Sidney was removed from the National street cycling map, many visitors are looking for off road trails across our region. We will work with state and local stakeholders to map out the trail systems and market to the bicycling tourist.

In 2015, we had an increase in visitors that are attending sporting events. We will see this in 2017 as well.

c. What research supports your target marketing?

Research Supporting Target Markets

- ITRR
- Chamber Visitor Data: 2014, 37 Hiking & Biking in office inquiries, 2,000+ recreation web/social media, 800+ Event in office inquires, 80,000+ web/social media
- MonDak Heritage Center Data

Optional: Include attachment here.

[3\) Who is your marketing.docx](#)

4. Overall Goals

Showcase Sidney' attributes by marketing a positive image consistent with a long-term vision of being an event destination, and vacationing gateway/hub.

- Effectively brand Sidney as Montana Sunrise City and a place of frontier spirit and adventure
- Educate City and County officials about the economic and social impact of tourism to Sidney

- Promote local festivals and events
- Showcase Sidney's outdoor recreation and hunting opportunities
- Encourage more Canadian, North Dakota, South Dakota, and Minnesota visitors
- Promote a positive visitor experience
- Partner with event managers to promote events using out-of-home advertising
- Encourage area businesses to sign up on visitmt.com

Implement effective marketing program

- Newly updated website and social media
- Co-marketing with MonDak Heritage Museum, Missouri River Country, and Sidney TBID
- Marketing with MTOTBD
- New travelers brochures/guides/maps

Data Collection

- Track publicity in key markets- press release prints, television, etc.
- Website & social media

Increase Revenue

- Increase the number of events and event attendance that we are able to market for the greater Sidney Area. Over the past 3 years, Sidney has increased the number of community events and festivals but marketing these events regionally has been a challenge due to funding.

Optional: Include attachments here. [4\) Overall Goals.docx](#)

5. Joint Venture Opportunities

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

Cooperative Opportunities

- Work with the MTOT by creating a positive image of Sidney. Advertising opportunities with MTOT to be determined
- Possible regional brochure with other towns without CVBs

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

- Work with the Missouri River Country to promote the Region

- Work with the Sidney TBID to promote the Sidney Area for events and conferences.

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

N/A

Optional: Include attachments here. [5\) Joint Venture Opportunities.docx](#)

Include pie chart here. [FY17 Budget Pie Chart.pdf](#)

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 Attchmnts
Consumer	Printed Material	Yes	SACC will print brochures/rack cards and area map highlighting the area's recreational and visitor attractions such as canoe/kayaking, L&C, hunting & fishing, calendar of events, rock hounding, birding and dinosaurs. We will do co-op marketing projects with communities that do not have a CVB and would like to print a brochure/rack card for their community. This information will be specific to the greater Sidney area.	These brochures will be handed out at the visitor centers, Chambers of Commerce, trade shows, hotels, and visitor packets that are handed out at conventions and meetings and sporting events, and sent out as requested.	SACC continues to see a benefit in putting print pieces in the hands of visitors planning their trips and when they are here in the Sidney area to pick up and plan to spend another night due to an event or extended work travel.	Distribution locations will track their visitation and the economic impact in their area. We will collect and enter this data into the Chamber data base.		\$2,500.00	Yes	
Consumer	Travel Guide	Yes	SACC will co-partner with the regional Museum Guide to add additional	SACC distributed visitor packets in 2015, additionally The Roundup distributed 6,500+ guides regionally.	The museum guide was enhanced to include travel information and	Chamber will collect data from each		\$1,000.00	Yes	

			information on recreation and visitor information in the Sidney area. This publication is being changed to an overall area travel guide and will be distributed regionally, nationally, trade shows, visitor packets, and sent out as requested.		changed from the Museum Guide to Discovering the MonDak. The SACC will partner with the distributors to ensure the greater Sidney area is well represented. This guide will provide the visitor with additional tourism/visitor information about our area and what we have to offer, giving Sidney's treasures greater exposure.	distrabution point.				
Events	Radio & Television Advertising	Yes	SACC will do radio and TV advertising for special events throughout the year. Some of these will be co-op advertising with our area communities and organizations promoting an event or attraction.	Chamber data collected identified that advertisements on regional and national radio/TV placements increased inquiries and attendance at specialty events from previous years.	The Sidney area offers several events throughout the year, attracting visitors from our many target areas. Print advertising has been the most effective in North Dakota, Billings and in Eastern Montana markets. Although we offer the information on our website and social media, many attendees have reported that the print advertising was their first source.	SACC continues to see a benefit in advertising on the radio and TV. These specialty events need to be advertised in order for people to know they are happening. All advertising is done outside the area to attract people coming from a distance in order to increase the night stays.		\$1,000.00	Yes	
Events	Print Advertising	Yes	SACC will continue magazine and newspaper ad placement as a method of promoting Sidney in regional and national publications read by travelers which match our target audiences and	Chamber data collected identified that advertisements in regional and national publications increased information inquiries by 2,215.	Print advertising continues to be effective in Sidney. We will continue to advertise creating attractive ads and reach our target markets to attract the potential visitor	SACC will continue using agency demographics and chamber data collected		\$500.00	Yes	

			markets.		that plans a trip to or through the Sidney area.					
Marketing Support	Administration	Yes						\$5,400.00	Yes	
Marketing Support	Joint Ventures	Yes	Cooperative marketing for regional gain - Missouri River Country and MTOT	Data supported by ITRR	No measurable data available.	We can have more impact with less dollars by partnering with both Missouri River Country and MTOT.		\$1,500.00		
Marketing Support	TAC/Governor's Conference meetings	Yes	TAC and Governor's Conference meetings are important for the CVB Director to attend to stay informed on tourism trends, updated, rules and regulations, and useful marketing tools.	These meetings are informative and a necessity in operating a cohesive organization and staying informed of the rules and regulations in tourism.	These meetings play an important roles for director to attend to accomplish SACC goals in the tourism industry.			\$2,500.00	Yes	
Marketing Support	VIC Funding/Staffing /Signage	Yes	SACC will continue to maintain and provide visitors with attractions, events and accommodations to extend the stay in our area.	SACC visitor center is the area's only visitor and information center, having 3,100+ visitors in 2014.	SACC will help fund the VIC and provide training, staffing and signage.	SACC will collect data		\$1,500.00	Yes	
Marketing Support	Website/Internet Development/Updates	Yes	SACC recently developed a new user & mobile friendly website. In 2015 the SACC website had 45,000+ views and generated 300+ information inquires. In 2015, our Facebook page traffic increased by 28%. With more travelers using web/social media as their first source for making travel plans, we will ensure that we have the information they are looking for to assist with showcasing Sidney as a destination.	Using the SACC data collected from web/social media, we are able to identify specific areas travelers are interested in.	Although the SACC recently developed a new more visually attractive and user friendly website, many updates and additional maintenance is required. The SACC will make additional changes to gear more information to the tourist and visitors. We are seeing more views and receiving more information requests of the recreational and activity pages. Having limited staff and funding	The SACC will regularly survey information collected at the VIC to determine effectiveness & success.		\$1,100.00	Yes	

					dedicated to the visitor center has been a challenge. However, recently the SACC has restructured staff dedicated to the maintenance of the website and visitor center, along with funding assistance from the CVB specifically for VIC support.				
Marketing Support	Wayfinding	Yes	Sidney is challenged with two state highways that cross through the city. With traffic increasing it is becoming more difficult for visitors to find their way around to our many activities and attractions. Many of our in town attractions are not visible from the main street. Wayfinding signage will allow visitors to clearly identify specific areas of interest and attractions. It is important for visitors to locate the VIC, MonDak Heritage Center, County Fair/Rodeo Grounds, historical points of interest, and the downtown district. Wayfinding signage will also assist visitors to locate the BikeWalk path and the 23 parks that are in Sidney.		SACC will strategically place special interest signage along the main arterials. Many of the special interest locations will assist with purchase costs, maintenance and sustainability of the wayfinding signage.	SACC will collect general survey information.		\$10,000.00	Yes
								\$27,000.00	

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
		\$0.00	\$0.00
		\$0.00	\$0.00
Consumer	Printed Material	\$2,500.00	\$1,000.00
Consumer	Travel Guide	\$1,000.00	\$0.00

		\$3,500.00	\$1,000.00
Events	Print Advertising	\$500.00	\$5,000.00
Events	Radio & Television Advertising	\$1,000.00	\$3,300.00
		\$1,500.00	\$8,300.00
Marketing Support	Administration	\$5,400.00	\$12,000.00
Marketing Support	Joint Ventures	\$1,500.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$2,500.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$1,500.00	\$2,000.00
Marketing Support	Opportunity Marketing	\$0.00	\$0.00
Marketing Support	Website/Internet Development/Updates	\$1,100.00	\$0.00
Marketing Support	Wayfinding	\$10,000.00	\$0.00
		\$22,000.00	\$14,000.00
		\$27,000.00	\$23,300.00

Miscellaneous Attachments

Reg/CVB Required Documents

[Return to Top](#)