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 **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.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

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

27194 - FY16 Region/CVB Marketing Plan - Final Application

30221 - FY16 Glendive CVB Marketing Plan

DOC Office of Tourism

Status:	Under Review	Original Submitted Date:	05/13/2015 3:30 PM
		Last Submitted Date:	05/29/2015 8:54 AM

Applicant Information

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Comments:				

Organization Information

Name:*	DAWSON COUNTY ECONOMIC DEVELOPMENT COUNCIL			
Organization Type:	Non-Profit Organization			
Organization Website:	www.dawsonedc.com			
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Alternate Email

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?

Nestled between Makoshika State Park and the Yellowstone River, Glendive offers an exciting and diverse array of activities and sites for travelers to enjoy. Whether it is hiking Makoshika State Park, hunting for the various animals or looking for agates along the river, the things to do are only limited by your sense of adventure.

Glendive and its surrounding area encompass some of the most diverse scenery from the rolling hills of the cattle and farm lands and the meandering Yellowstone River to the incredible badland beauty right here in our backyard, Makoshika State Park.

Seekers of Historic Adventure could find few places with as significant historic sites such as the Hagan Site; dinosaur and archeological digs in the bad lands or fishing for trophy prehistoric paddlefish. Glendive has many unique draws for the Geo Tourist, it is our hope to better market these opportunities.

Potentially one of the greatest strengths is location, location, location. With easy access from all directions, Glendive is located in the middle of a hub with almost equal distances from Billings; Bismarck, ND, Rapid City, SD; and Regina Canada. Right on Interstate 94 and a major hub for BNSF, Glendive is the gateway to the Bakken that has made Glendive a logistical stopping ground for many business travelers, other strengths include:

- Makoshika State Park
- Yellowstone River boating and fishing
- Intake Diversion Dam -paddlefishing
- 2 Museums
- On the Dinosaur Trail - one dino museum, one history museum also featuring dinosaurs and Makoshika State Park home to Triceratops
- Hunting
- Transportation hub -On Interstate 94, connect with Highway 200, Highway 16 North, CapeAir to Billings 2/day \$52, and bus service
- Entrance to the Bakken - business traveler
- Unique shopping including quilt shop rated as one of top 10 in USA
- The Retro Theatre

With the change in the economic climate right now in Glendive the opportunities for tourism have increased in many areas including:

- Large increase in hotel options
 - Glendive expanded to over 500 rooms with the construction of new hotels
 - The expansion gives us the opportunity to host larger events; basketball tournaments, All School Class Reunions, Regional Highschool and College sporting events
- Ability to have conventions
 - Many venues for large events including- Dawson Community College, Eastern Plains Event Center, Moose Lodge, Makoshika State Park, Dawson County Fair Grounds
- Makoshika State Park
 - With increased awareness tourists can see all the park has to offer
 - Biking, hiking, Folf, Ampatheater, Lions Camp, bird watching, camping, sight-seeing, photography
- Sporting Events
 - Glendive have 9 total indoor basketball courts DCHS 2750 seating capacity, DCC 2000 seating capacity
 - Currently hosting Makoshika Tournament brings in about 100 teams for the weekend
 - College baseball and softball fields
 - New tennis courts(10)
 - Numerous baseball and softball fields
 - All weather rubberized track and artificial turf football field completed in 2015. **A \$1.5 million project funded for my a local philanthropist.** College and Universities in Montana and North Dakota have expressed interest in hosting track and field events in Glendive.
- Bakken - The energy production has decreased in North Dakota and Montana. This has had a direct effort on the business travelers in this region. During this time the community is focused on other events to enhance the business travelers stay. In addition, to creating events to entice family and friends to visit the area.

Along with the opportunities brought on by the economic climate are some challenges such as our hotels, even with the newly constructed hotels are full during the week but the weekends have vacancies. This is certainly an unusual situation that most other travel areas do not see. However, it affords the opportunity to orient new travelers and new locals to all the area offers with respect to tourism. It also affords the challenge to market to conventions and event travel, other challenges include:

Challenges

- Other towns close by becoming more attractive
- Visitors thinking we are full because of the energy boom
- Lack of employees at the customer service level
- Deteriorating downtown area

- Limited chain establishments; shopping, eating
- Limited number of restaurants
- Airlines- 2 daily flights to Billings but not other destinations

Brand Pillars

- Spectacular Unspoiled Nature - Makoshika State Park
- Vibrant and Charming Small Town - Bell Walking Bridge - Walking Trails - Yellowstone River Boating and Fishing
- Breathtaking Experience By Day and Hospitality By Night - Beer Jug - Charlie Montana Bed and Breakfast - Lions Youth Camp in Makoshika Park; A-Frame and cabins - Makoshika State Park Ampetheier - The Retro Theatre - Skate Park - Tennis Court - Golf Course and Club House - Horse Back Riding - Agate Hunting - Fossil Digs

Optional: [Include attachments here](#)

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

Inspiration: The main aspect of our marketing plan focuses on giving Glendive a brand that invokes action to induce involvement in all the areas of interest to travelers. For inspiration we will have pictures of our unique land and activities such as our hiking trails, new splash park and partnerships throughout the state to bring useful content of our area to the minds of travelers. Through this branding Glendive will work with advertising opportunities to present our area as part of the Visit Montana Story.

Orientation: Once the traveler has decided to visit Montana, this is the time where Glendive can become a place of interest. As they search for areas in Montana and ways to travel around our great state, through our website, www.visitglendive.com, we will give the traveler access to information they need to plan their trip from start to finish. The website includes attractions, eating establishments, hotels and more to entice travelers to spend time in Glendive.

Facilitation: Once the visitor is traveling through Montana, our goal is to get them off the highway and visit our unique town and state park. Through advertising our attractions and bringing Glendive to the mind of traveler it is our goal to entice them to visit Glendive. This is where we expect to shine. Research shows that over 93% of visitors to Montana bring electronic devices with them. By having a complete view of Glendive through our Visit Glendive site we will show our visitors what is available in Glendive, how to get there and what is unique about it. The use of both Facebook and the Visit Glendive website will help facilitate the visitors to get the most out of their Montana experience.

To accomplish this our main goal will be to have a cohesive marketing for Glendive. Through print, billboard and web we will be encouraging visitors to, "Dive into Glendive" and to "Discover Adventure, Discover Glendive", and experience all we have to offer. Through this action statement it is our plan to give the visitor an interactive experience with the Glendive area by the array of activities they can dive into, including, Makoshika State Park, Paddlefishing, Yellowstone River, agate hunting, open spaces, photograph, golf, hiking, biking and much more.

Optional: [Include attachments here.](#)

3. Who is your market?

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

Our focus market will be on four distinct demographics of visitors.

1. The Business traveler

With our proximity to the Bakken, Glendive has already seen a huge upswing in business travelers. Currently our hotels are seeing a decrease in occupancy during the week day of business travelers. However, the holiars are seeing an increase in other business travel, family and friends. This consists of people here to work the energy industry, those looking to develop in the Bakken area and those looking for work in the area. Glendive has the unique position of being the Gateway to the Bakken, while still keeping away from the boom feel and keeping the small town charm. The business traveler is a great filler for our weekday hotels and then on the weekend we increase the chance of their families coming to visit. With the large increase in hotels in our area we can cater to this demographic supplying services to them and meeting places. The increase of hotels also gives Glendive the ability to host conventions for businesses that are already in the area.

2. The Repeat Visitor

Montana statistic shows that 76% of visitors that come to Montana are repeat visitors. These visitors have seen the main sites of Montana (Yellowstone and Glacier), and are looking for other Montana adventures, that is where Glendive can shine, as the home to the largest state park in Montana, Makoshika, Glendive has the opportunity to show repeat visitors another side of Montana. Through our advertising and marketing efforts we will show the adventures that await on the eastern side of the state.

3. Visitors to Yellowstone

With over 3 million people visiting Yellowstone National Park every year, a great many of them pass by Glendive on their way to the park. As a day's drive from Yellowstone and from Minnesota, Glendive is a great stop/night stay for those who seek to experience the area. With Makoshika State Park in our back yard we are a natural fit for the Geo tourist that wants to experience the Badlands.

4. Dinosaur Crazy

Glendive is already featured on the Montana Dinosaur Trail with a national creationist museum and the state park with many dinosaur bones and fossils including a triceratops. Many museums and universities feature summer digs here. Other dinosaur activities are within 2 1/2 hours of Glendive.

Psycho-graphic market- Our main marketing for this area are those people that want to experience adventure and be hands on with nature. The person who has the, "I want to try that", attitude. Whether it is trying to snag a prehistoric paddlefish or just driving, running or hiking the switchbacks in Makoshika, these travelers have the personality for adventure and discovery.

Geographic Market-For this year we will be focusing on the midwest area and travelers who can drive on I-94.

b. What are your emerging markets?

1. Team Sports Enthusiasts

Glendive has a new all-weather rubberized track and artificial turf football field donated by a local philanthropist. The field is ready for the 2015 football season. It would be a perfect location for the MT -ND football rivalry. Our present rubberized track has been rented by other nearby towns to host their class track meets. Glendive had the facilities and now the lodging to host major tournaments or competitions whether it's youth or college baseball/softball, basketball, volleyball, tennis or wrestling. It has hosted the Makoshika Youth Basketball tournament with 100 plus teams for 22 years.

2. Mountain Biking - transcontinental bikers are diverted off the highline because of the truck traffic in the Bakken. Makoshika hills offers challenging mountain biking and the potential to expand like the 120 miles of mountain biking trails like Maah Daah Hey Trail in the ND rugged badlands.

3. Hiking - We have trails along the Yellowstone River at Black Bridge Fishing Access. Cartographer Mike Madler has completed a map of the trails in Makoshika Park. Glendive is working on developing more trails but just completed "Gateway to Makoshika Trail" and the state park will continue the Paramount Trail to the state park campground. There are 4 miles of improved trails and 10 miles of primitive trails in the park.

4. Local Food Entrepreneurs- a local group has been working on "farm to table" for many years. They have a facility for cooking classes in a commercial kitchen. The county extension agent offers regional training on high hoop tunnels to extend the growing season, offers a Saturdays Farmers Market in addition to a Friday 10AM market. A commercial kitchen will soon to be available for local food entrepreneurs to rent in addition to a Farm to Table Store featuring local, natural and organic and allergy sensitive foods which many urban travels expect to be available.

c. What research supports your target marketing?

Business Travelers:

Right now the business traveler is the low hanging fruit. According to local hoteliers over 90% of the weekday travelers are business people coming for work on the Bakken. Currently Glendive has had 5 more hotels built in the past couple of years. This will exponentially increase the capacity that Glendive has for travelers. Currently the majority of the energy companies are requiring employees to stay within 125 miles of where they are working. Glendive is situated in such a way that we are within travel distance for the majority of the Bakken including, Williston and Dickinson.

Repeat Visitor:

Montana statistics shows that 76% of visitors are repeat visitors to Montana. Montana travel research also shows that 31% of non-residents responded that they would look at out of the way places if they were advertised and given specific information about the attraction. 12% stated more quality signage would make them take an alternative route or stop on their route.

Visitors to Yellowstone:

According to the most recent data from the Office of Tourism, 2.15 million people visited Yellowstone, during the 3rd quarter of 2009 5% of nonresident visitors to Montana entered east via I-94 interstate. This means that 234,000 people passed by Glendive along I-94. Data also shows Minnesota is one of the major place of origins for people visiting Montana.

Dinosaur Crazy:

In 2013 Makoshika Dinosaur Museum had 1,868 visitors with 776 of them being out of state visitors. The visitors were impressed with the displays for such a small museum and are open all year long with regular hours of operation. With such an increased interest in dinosaurs Dawson Community College will be having a Paleo-geology class.

Optional: Include attachment here.

4. Overall Goals

1. To increase awareness of Glendive as a tourism destination
2. To promote the unique adventures available in the Glendive area
3. To increase traffic to the Visit Glendive website by 50%
4. To inform possible visitors Glendive does have hotel vacancies

Optional: Include attachments here.

5. Joint Venture Opportunities

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

Being very new to these opportunities Glendive CVB would be very interested in looking at any co-ops which would increase our visibility and promote our goals.

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

This year it is our goal to learn about the opportunities available and see what would be a good fit for our organization. MDOT will assist us in enhancing the Visit Glendive website. We will continue to work closely with the MDOT on a photo library, partnership and assistance.

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

This is our first full year so we are very interested in seeing what other CVBs have done and what has been successful.

Optional: Include attachments here.

Include pie chart here.

[CVB Budget Pie Chart 2015-16 ck.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	Billboards/Out-of-Home	Yes	<p>Glendive has struggled for years due to a lack of strategic marketing. However over the the last three years, the formation of the TBID has helped with funding to start a marketing campaign specifically for Glendive. Our action phrase will be used to engage people to become part of the adventures we have to offer in Glendive. Through our visitors survey done in 2012 one of the main areas Glendive was found lacking in was advertising, specifically Billboards, on the way to Glendive showing that we had attractions that are worth getting off the interstate to see. Due to the lack of views of the Glendive from the interstate we have suffered from many passing by. At this time there are three billboards placed by theVisit Southeast Montana which help direct folks to this region. We are currently working with TBID, Glendive Chamber to share the cost of a current billboard owned by the Glendive Chamber. The billboard ad will also</p>	<p>In 2012 a visitor survey was done at our local Chamber of Commerce, through this survey two major findings were discovered. One was that Glendive is very under advertised to travelers coming from both Billings and Bismarck. Over 80% of those surveyed said they had seen less than one sign with the word Glendive. Of those surveyed 78% were unaware that Makoshika State Park was located in Glendive. Of those wanting to see Makoshika State Park, only 23% could find it without help of a GPS or asking locals due to lack of signage.</p>	<p>Increasing awareness of Glendive's attractions to visitors driving by on their way to Yellowstone Park will help increase stop overs to Glendive. Also information driving the visitor to our website will help facilitate the visitor in finding attractions of interest in our area during their vacations.</p>	<p>The VisitGlendive.com site will be prominatly visable on the billboard and we will be tracking our success from increase in views of our website.</p>	\$4,000.00	No		

			promote the VisitGlendive.com website.							
Consumer	Social Media	Yes	<p>Facebook, Twitter and Instagram, just to name a few have become staples for the visitors that want to experience Montana. Studies show that over 76% of visitors to Montana have electronic devices with them. Glendive is ready to become part of the social media arena and we will be starting new to all of these areas. Through our Visit Glendive brand we would like to start branching out into the social media, to entice more views to our website and to encourage visitor ship to our area.</p>	<p>Facebook is the largest social media site with over one billion users. On the ITRR site it states that in 2013 over 76% of visitors brought electronic devices with them to Montana.</p>	<p>With the increase in use of social media to receive information, we plan to use social media to drive visitors to our website. Social media is an inexpensive way to direct visitors to points of interest, increase awareness of points of interest and also gives good visual sights to increase interest.</p>	<p>We will measure the success of our social media through Facebook views, likes and shares. Our goal is to have over 3000 and shares by the end of 2016. Based on this success rate we will tackle the other media arenas.</p>		\$1,000.00	No	
Consumer	Online/Digital Advertising	Yes	<p>The promotion of events/activities/wide open spaces is one or more forms of electronic media will help promote Montana border to border.</p> <p>Photography has been identified as a great marketing tool. We will use professional photographers to capture the beautiful on eastern Montana. These photos will be posted on Facebook and website.</p> <p>Facebook and website banner advertising will be used to promote Visit Glendive. We will work with local businesses, Glendive Chamber, Makoshika State Park, local non-profits to help promote events/activities /attractions in this region. Plans are to boost the Visit Glendive page to help promote events and reach more travelers.</p> <p>Plans are to work with SOJERN to develop a marketing strategy.</p>	<p>The Montana Office of Tourism promoted digital marketing during the 2015 conference in Helena. Travelers search the web for travel information more now than in the past.</p>	<p>Travelers typically search the internet first when planning trips and vacations.</p>	<p>We will rely on the University of Montana Tourism data to identify the increase in travelers to this region. In addition, local lodging stays will assist in measuring the success of digital marketing.</p> <p>Event organizers will be asked to track the number of attendees and if possible identify locations folks traveled from to attend event in Glendive.</p>		\$5,000.00		
Consumer	Joint Ventures	Yes	<p>The Montana Department of Tourism has partnered with multiple travel agencies/companies to assist with marketing campaigns. We plan to work with the agency that best suits our specific marketing needs.</p>	<p>The ability to reach more travelers will increase traveler visits to this region.</p>	<p>Travel agencies and marketing firms have researched and studied the best way to reach and attract travelers.</p>			\$5,000.00		
Consumer	Travel/Trade Shows	Yes	<p>Roll out vertical banners for local and regional events used to promote this region to folks outside the area. We will also work with the Billings Logan Airport to place a hanging banner to promote this region to family and friends passing through the airport.</p> <p>Examples of placement of the banners:</p>		<p>Visit Glendive target marketing for friends and families to visit while traveling in the state.</p>	<p>Building brand awareness.</p>		\$1,000.00	No	

			<ul style="list-style-type: none"> • Miss Montana pageant in Glendive - June • Sporting events hosted for schools in this region; family and friends travel to see the youth compete • Dawson Community College during orientation and open houses hosted to bring students in from around the state • Medora, ND will be a critical placement location - we will work with the marketing team in Medora on placement 						
Events	Print Advertising	Yes	<p>Glendive is working to show organizers of events and conferences that with the large increase of hotels we now have the room and ability to host large events. We are facing several obstacles. Among those people aren't aware that there are vacancies in our town or that we have excellent venues for large gatherings. It is also not widely known we have caterers and other hospitality professionals are willing to help produce a large event. For example in 2013 DCEDC put on the Eastern Montana Energy Expo, this event had over 200 vendors and over 2000 attendees, including the Governor and many energy executives. This event put Glendive on the map as a place to be for the energy industry. By promoting events such as this we plan on showing Glendive as a very viable option for large scale events that would like to be at the Bakken Gateway.</p> <p>This region is lacking printed material to use to entice the traveler to stay and bring their families. Complimentary printed material is needed for local businesses, Chamber of Commerce, Dawson Community College to give out to visitor, families and friends.</p> <p>CVB Board will work to acquire quality photographs to build a good photo library. Photo's will be used on the website and printed marketing material.</p>	The Institute for Tourism research shows that 28% of nonresidents visiting Montana are here for events or business purposes.	By helping large events advertise we will be bringing more people to Glendive and also showing potential event coordinators that we can handle larger events.	We will measure success of the advertising in two ways	<ol style="list-style-type: none"> 1. Increase in attendance for events advertised 2. Increase in larger events happening in Glendive 3. Increase in number of hotel stays 	\$5,000.00	No
Marketing Support	Opportunity Marketing	Yes	Being very new to the CVB we are leaving this money open to marketing that might come to light as we move forward. Our hope is to see what is working for other CVBs and research areas that are having success and become a part of them.		Leaving this money for opportunities that come up will give Glendive CVB some money to use where we see it will be most effective.			\$2,000.00	No

Marketing Support	TAC/Governor's Conference meetings	No	This money will be used for travel to the TAC and Governors conference meetings to help the staff learn more about both the CVB and the States objectives.					\$1,500.00	No	
Marketing Support	Partner Support	Yes	<p>CVB will work closely with TBID on marketing campaigns to bring folks to this region. Efforts will be made to put "heads in beds"; focus on traveler overnight stays.</p> <p>Promote events in this area that coordinate with other regional events. For example, promote Glendive during the Miles City Bucking Horse Sale. Also, potential to promote Glendive in conjunction with events in Sidney and North Dakota.</p>	Data shows most travelers stop for fuel only.	Offer the traveler inspiration, orientation and facilitation as the travel into and out of the state. Glendive wants to be a destination for travelers, not just a place to stop for fuel and a candy bar.	The success can be measured by community feedback and feedback on social media. The University of Montana surveys visitors to a community on an annual basis.		\$2,000.00		
Marketing Support	Administration	Yes	<p>The administrative funds will be used to pay the office personnel who will be working on the CVB.</p> <p>At the present time DCEDC staff spend time with administration of funds, research, Board meeting preparation and follow-up.</p> <p>The CVB Board is a leadership board, not a working board. This structure requires the CVB Administration to do the majority of the work.</p>					\$6,000.00	No	
								\$32,500.00		

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Billboards/Out-of-Home	\$4,000.00	\$0.00
Consumer	Social Media	\$1,000.00	\$0.00
Consumer	Online/Digital Advertising	\$5,000.00	\$0.00
Consumer	Joint Ventures	\$5,000.00	\$0.00
Consumer	Travel/Trade Shows	\$1,000.00	\$0.00
		\$16,000.00	\$0.00
Events	Print Advertising	\$5,000.00	\$0.00
		\$5,000.00	\$0.00
Marketing Support	Administration	\$6,000.00	\$0.00
Marketing Support	Opportunity Marketing	\$2,000.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,500.00	\$0.00
Marketing Support	Partner Support	\$2,000.00	\$0.00
		\$11,500.00	\$0.00
		\$32,500.00	\$0.00

Miscellaneous Attachments

Reg/CVB Required Documents

File Name	Description	File Size
Glendive Cert of Compliance FY16 04.227.2015 ck.pdf (482 KB)	Applicant's Certificate of Compliance FY16	482 KB
paperwork for CVB.pdf (1.1 MB)	PDF of all paperwork listed for this tab	1.1 MB

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