



**Application**

**55917 - FY18 Region/CVB Marketing Plan - Final Application**

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57538 - FY18 Dillon CVB Marketing Plan  
DOC Office of Tourism

Status: Under Review

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**Applicant Information**

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**Comments:**

**Organization Information**

**Name:\*** Beaverhead County Chamber of Commerce and Agriculture

**Organization Type:** Non-Profit Organization

**Organization Website:** beaverheadchamber.org

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

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**Comments:**

## ***Community & Brand Support***

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***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 Dillon CVB seeks to attract visitors for a variety of reasons. Primarily, increasing visitor traffic in our county increases economic opportunity for businesses that support our area. In addition to the economic benefits of tourism, we also feel we have a piece of paradise and we're eager to share it with travelers - which will increase repeat travelers.

Dillon is adjacent to Interstate-15 and is a trailhead to Montana Highways 91, 41 and 278, which each connect Beaverhead County's rural communities and visitor attractions. In conjunction with this high-level of connectivity, Beaverhead County is home to the Beaverhead-Deerlodge

National Forest and the Beaverhead and Big Hole Rivers which offer un-matched outdoor opportunities for visitors.

Along with numerous outdoors experience opportunities, the area represented by the Beaverhead Chamber also is home to ghost towns (Bannack State Park) and historical landmarks (Lewis and Clark Trail, and Beaverhead Rock) that help to tell the rich history of Montana. Bannack is one of our premier state parks.

Our opportunities lie in the ability to communicate all that Dillon MT has to offer to the visitor. We are working to develop several resources for the visitor in print as well as online. These resources will show day trips in our area, scenic tours, as well as describe the recreational opportunity available here.

The Dillon CVB is located in Dillon, but serves some of the most spectacular unspoiled nature and more than 8 smaller towns (Wise River, Wisdom, Lima, Polaris, Glen, Jackson, Monida, Dell) that each serve as gateways to unique natural wonders. Each of the towns served by the Beaverhead Chamber of Commerce also offers lodging, camping and other hospitable accommodations. In this, the Dillon CVB aligns with the follow Montana brand pillars:

- more spectacular unspoiled nature than anywhere else in the lower 48.
- vibrant and charming small town that serve as gateways to natural wonders.
- breathtaking experiences by day, relaxing hospitality at night.

**Optional: Include attachments here**

***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:** All of our marketing efforts are focused on inspiring exploration of our area. From our mobile app, to our up and coming website, print advertng etc., all are focused on enticing the visitor to explore. Any opportunity that we have to inspire (via location packets, newsletters, advertising, etc.) we will include the mobile application and our website address as an additional resource to inspire visitors to explore Beaverhead County.

**Orientation:** Our efforts will be focused on providing a complete resource for the Dillon MT visitor. This will be done through multiple avenues; moble app, website and print material. We are focused on making all of our resources a one-stop experience for our region (Beaverhead County) to provide ample information to our target publics specifically in the following ways:

1. Full listing of available lodging
2. Full listing of available food and restaurants
3. Full listing of business services
4. Full listing of tourist destinations, routes and events

5. Informational opportunities created by locals - which has been proven to drive room nights to the area (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, our plan will provide the necessary orientation opportunities for prospective publics to choose Dillon and Southwest Montana as their destination and 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 Dillon CVB will facilitate both intentional visitors (those who planned to visit Beaverhead County) and unintentional visitors with the opportunity to easily locate points and facilities of interest.

Further marketing will facilitate visitors with maps, phone numbers, websites, calendars and other essential utilities that will facilitate an exceptional experience in Southwest Montana.

In addition to 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 to stop in a physical location and access visitor information. This will include having trained, knowledgeable staff and printed materials to provide as collateral that enhances the experience and further facilitates the visitor's experience in Beaverhead County and into Southwest Montana.

**Optional: Include attachments here.**

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

**Seasonal Traffic:** Primarily, Canadians who travel through Montana via I-15 in the Fall and Spring seasons. This demographic generally seeks fuel and refreshments from Dillon businesses and provides a great opportunity to inspire spontaneous adventure or to inspire a future planned trip to the region. This market can be motivated by easy access to sites of interest and convenient travel route alternatives that allow for discovery of points of interest. This market will also be motivated by access to R.V. accommodations.

**The Family Traveler:** This market travels to Beaverhead County for unmatched outdoors opportunities. From hunting, fishing, hiking, skiing, ATVing, panning, horseback riding, etc., this market comes to Beaverhead County to recreate and take advantage of our access to public lands. This market can be motivated by providing routes, trails, trail opening dates/conditions online and providing them with resources from locals that keep the market informed of the status of river conditions, snow conditions, wildlife conditions and other outdoors related information that can be easily be made accessible via a mobile application. Providing specific kid friendly items will be quite helpful here.

**History Buffs** - This market consists of individuals who enjoy learning about western history and culture. In our area we draw upon Virginia City, Nevada City, Bannack, two hot springs and the Big Hole Battlefield. The Lewis and Clark history in our area is significant as well.

***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 bronze statues placed 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 artists in a variety of mediums. This increase in art is placing Dillon and Southwest Montana on the map for art buffs and Western history enthusiasts. We will collaborate with this movement to further establish Dillon as a destination for these target market using our mobile application and the marketing that is in conjunction with that effort.

**Recreational Hiker and Cyclist:** 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 opportunity for tourists to spend down-time discovering and exploring the area while staying close to the merchants and restaurants in Dillon. There are also miles of hiking and biking opportunities in the area surrounding Dillon.

***c. What research supports your target marketing?***

**Seasonal Traffic:** Though it may be partly anecdotal, it is well-known that seasonal traffic uses the I-15 corridor to travel from Canada to warmer winter destinations. I-15 traffic is estimated at 12-15,000 vehicles per-day (according to Idaho Department of Transportation, nearest estimates to Beaverhead County).

**The Outdoorsmen/women market:** According to the Beaverhead County Atlas (produced by Beaverhead County, Montana FWP and Future West) in one year, hunting accounted for \$6.9 million in local economic activity from non-resident participants and fishing accounted for \$17.5 million in local economic activity from non-resident participants.

**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 Museums, Visiting Lewis and Clark sites, Fishing/fly fishing, Attending Festivals/Events

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

According to the 2015 ITRR Data - visitors spent \$57,520,000 in Beaverhead County.

**Optional: Include attachment here.**

***Overall Goals***

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

G-1 Objective One: To have a fully functional and integrated website and mobile application dedicated to tourism and recreation. Keep this website updated regularly.

G-1 Objective Two: Increase restaurant and hospitality information available to visitors by 50% by December 31, 2018.

**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 and website by December 31, 2018.

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 website.**

G-3 Objective One: All warm season advertising for 2018 will include our new website address.

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

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

**Optional: Include attachments here.**

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

If the state did a promotion for Bannack State Park we would be happy to participate. This a a gem for our area and we would love to see this better promoted.

We would like to look to the Park to Park tours, as well as Bicycling routes through our area.

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

Our most beneficial Joint Ventures for the coming year would be with Southwest Montana.

**Optional: Include attachment here:**

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

We are in the process of executing the Social Influencer plan with Bicyclists, and Joint Venture with southwest Montana. We are too early in this to determine the success of this.

Optional: Include attachments here.

**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	Website/Internet Development/Updates	Yes	Our website is still in need of additional photography.	In order to align our website properly with the visit montana website, additional photography will be needed.	In order to align our website properly with the visit montana website, additional photography will be needed.	We will be able to track information on our website, showing hits and interaction. We will also be able to track our successes on facebook with likes etc.		\$4,500.00	No	
Consumer	Mobile Applications	No	We are planning to update our existing mobile app with lodging and dining options and current events listing.	We currently have 232 downloads of our existing app. It will be beneficial to have additional information available.	With 232 existing downloads of our mobile app, we will be well served to have additional information available.	Following number of downloads month to month.		\$4,500.00	No	
Consumer	Print Advertising		We will continue to advertise in the Southwest Montana Travel Guide.		All of our print advertising will include information on both our website and	There will be opportunity from our ad to visit our website, download our app, or		\$3,500.00	No	

					our mobile app for easy exploration by our potential visitors.	request our local travel guide.				
Consumer	Printed Material		<p>Tear off maps Beaverhead County - reprint from previous year</p> <p>Hiking / Biking Maps</p> <p>Printed Loop Tours - scenic drives etc</p>		<p>All of these materials will be available at our visitor's center. Our tear off maps will be a quick, valuable resource for the visitor, with points of interest marked clearly on the map. This item is already created, will just be a reprint.</p> <p>Hiking / Biking maps - we may be able to access what we need through the trails coalition.</p> <p>Loop Tours are an item that we will have created for our website, and printed for the visitor should they arrive at our visitors center.</p>	<p>We will know at the end of the summer season from our Visitor's Center Staff if these items were well received.</p> <p>We will continue to track the volume of printed items that are needed.</p>		\$4,500.00	No	
Consumer	Photo/Video Library	No	Increase Photo/Video Library for the Dillon CVB. Suggestions have been		Video is one of the most visited links on any number of Channels,	We will be able to measure the number of visits that our posted videos get, as well as		\$4,500.00	No	

			made to produce video for Dillon MT.		including our new website and social media.	activity on social media.				
Marketing Support	VIC Funding/Staffing/Signage		We will be staffing our visitors center this summer as well. With this funding we will be able to offer our visitors center - staffed throughout the summer months. Last year we tracked nearly 350 visitors through our visitors center. With properly trained staff, we could generate additional interest in the attractions we have to offer.		Visitors still prefer a one on one option to learn about our area.	We will continue to track our visitor's center traffic. Our goal would be to increase our visitors center traffic through advertising, and make it a more comprehensive experience with our printed material.		\$4,500.00	No	
Marketing Support	Fulfillment/Telemarketing		Administration - postage for visitor fulfillment packets etc					\$3,000.00	No	
Marketing Support	Opportunity Marketing		We will set aside \$5000.00 for miscellaneous marketing opportunities in our area.			A detailed explanation of the use of these funds will be provided as items come up.		\$4,500.00	No	
Marketing Support	Administration	No	We would like to purchase a computer for our visitor's center. This will be used by our Visitor's Center Staff to research additional		The visitors center staff person will be able to research with the visitor here additional information.			\$4,600.00	No	

			<p>information about opportunities in Dillon. This will also be used to purchase miscellaneous items for the Visitor's Center - paper etc.</p> <p>In addition, we hope to have an executive director for this year. This person will be able to administer the CVB funds, as well as assist with other special projects.</p>						
Marketing Support	Cooperative Marketing	Yes	We would love to participate in another cooperative marketing effort with Southwest Montana - project unknown at this time.	Working with Southwest Montana is our most beneficial partnership, area is the same, as are objectives.			\$5,000.00	No	
							\$43,100.00		

### **Marketing Method Budget**

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Printed Material	\$4,500.00	\$0.00
Consumer	Print Advertising	\$3,500.00	\$0.00
Consumer	Website/Internet Development/Updates	\$4,500.00	\$0.00
Consumer	Opportunity Marketing	\$4,500.00	\$0.00
Consumer	Mobile Applications	\$4,500.00	\$0.00

Consumer	Photo/Video Library	\$4,500.00	\$0.00
		\$26,000.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$4,500.00	\$0.00
Marketing Support	Fulfillment/Telemarketing	\$3,000.00	\$0.00
Marketing Support	Administration	\$4,600.00	\$0.00
Marketing Support	Cooperative Marketing	\$5,000.00	\$0.00
		\$17,100.00	\$0.00
		\$43,100.00	\$0.00

### **Miscellaneous Attachments**

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<b>File Name</b>	<b>Description</b>	<b>File Size</b>
2018 Pie Chart.docx (24 KB)	2018 Pie Chart	24 KB

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### **Reg/CVB Required Documents**

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<b>File Name</b>	<b>Description</b>	<b>File Size</b>
2018 approval.pdf (143 KB)	2018 Required Documents	143 KB

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