

# Montana Grants and Loans

## Application

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

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58707 - FY18 Glendive CVB Marketing Plan  
DOC Office of Tourism

Status: Under Review

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### Applicant Information

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## Organization Information

**Name:\*** DAWSON COUNTY ECONOMIC DEVELOPMENT COUNCIL  
**Organization Type:** Non-Profit Organization  
**Organization Website:** www.dawsonedc.com  
**Address:\*** 808 N MERRILL AVE

**\*** GLENDIVE Montana 59330-1835  
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## 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?***

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 or sight-seeing the various wild 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 badlands 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 badlands 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 west gateway to the Bakken region 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
- Museums
- Art galleries
- On the Dinosaur Trail - one dino museum, one history museum also featuring dinosaurs and Makoshika State Park home to Triceratops
- Hunting
- Transportation hub:

1. On Interstate 94,
2. Highway 200,
3. Highway 16 North,
4. CapeAir to Billings 2/day,
5. Bus service, east/west bound
6. Urban transportation within the community
7. Taxi service

- West entrance to the Bakken region - energy industry business traveler
- Unique shopping including:

1. Niche market clothing and household furnishings
2. Quilt shop - rated as one of top 10 in USA
3. Handcrafted high-end jeweler, custom artisan and retail studio
4. Custom potter, custom artisan and retail studio
5. World-renown western bronze sculptors, Pamela Harr and the late Harvey Rattey
6. Multiple custom photographers.
7. The Retro Theater and Hell Creek Music and More - a most unique musical instrument and pop culture store and venue

- Multiple green areas; parks, walking trails, picnic areas

Glendive's opportunities for tourism have increased in many areas including:

- Recent increase in hotel options to well over 500 rooms giving us the opportunity to host larger events:

1. tournaments,
2. reunions,
3. regional high school and college sporting events
4. conventions.

- many venues for large events including:

1. Dawson Community College fields, gymnasiums and auditorium
2. Dawson County High School fields, gymnasium and auditorium
3. Eastern Plains Event Center,
4. Moose Lodge,
5. Makoshika State Park,
6. Lions Youth Camp,
7. Dawson County Fair Grounds

With increased awareness, tourists will marvel at the wonders of Makoshika State Park

- Biking,
- Hiking,
- Folf,

- Amphitheater,
- Lions Camp,
- Bird watching,
- Nature camping,
- Sight-seeing,
- Photography

Sporting Venues - Glendive has:

- 9 indoor basketball courts: among them, DCHS (2750 seating capacity), DCC (2000 seating capacity). The Makoshika Tournament currently hosts up to 100 teams to Glendive.
- College level baseball and softball fields
- Many Little League, Babe Ruth, and Legion level baseball fields
- Community softball complex
- Tennis Courts (10)
- Trap Shooting, Pistol, Rifle, and Archery Club sites
- Skate Board Park
- Roller Skating venue
- Bowling Alley
- Public Golf Course
- Public Swimming Pool
- Rodeo arena and motor sports track with grandstand seating of 2000
- Off-Highway-Vehicle sport hill climbing area
- All weather rubberized track and artificial turf football field with video screen/automated timer score board. Completed in 2015, this is a \$1.5+ million dollar gift by a local philanthropist and progressed through additional local corporate and private donations.

Along with the opportunities brought forth by a now vacillating energy sector, there still remain some challenges, even with the availability of the newly constructed hotels. These challenges to marketing to conventions, event and tourism travel may include:

- Some relatively nearby towns appearing to be more commercially progressive,
- Deteriorating downtown area
- Limited chain establishments; shopping, eating
- Limited number of restaurants
- Airline- 2 reasonably priced daily flights to Billings but recent concern for Essential Air Service stability
- Lack of water service in Makoshika State Park for longer-term camping

Brand Pillars:

- Spectacular Unspoiled Nature - Makoshika State Park - Yellowstone River - picturesque farms and ranches
- Vibrant and Charming Small Town - Bell Street Walking Bridge - Walking/Hiking Trails - Yellowstone River Boating and Fishing - Guided Fossil Hunts
- Breathtaking experience by day and hospitality by night -
- "Hang With The Locals" at the Cottonwood Country Club, enjoy a swiss brat at the Beer Jug, have a locally brewed craft beer at Cross Country Brewing, take in a movie at the Rose Theater cineplex, or just lay on your back and watch the broad Eastern Montana sky, and breathe!

**Optional: Include attachments here**

***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 utilize photography/videography of our unique outdoor spaces and activities such as our hiking trails, paddelfishing, fossil and agate hunting, sporting events and other 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](http://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 nearly all 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 social media we will be encouraging visitors to, "Visit Glendive", "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, Paddelfishing, Yellowstone River, agate hunting, open spaces, photography, golf, hiking, biking and much more. Of particular importance is our current focus on networking with outside-of-Montana visitor information centers in North Dakota and Saskatchewan, Canada as their travelers are a very viable target for also spending time in Montana. We also partner with the Billings airport to display visually enticing banners in the terminal in hopes of retaining travelers.

**Optional: Include attachments here.**

***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 sees energy related business travelers, although the current ebb in the sector's cycle does bring with it a decrease in these occupancies. There are still business travelers spending time speculating opportunities in the energy sector and those in specialized employment. Glendive has the unique position of being the western gateway to the Bakken off I94, 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. Pass-Through Visitors**

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 days 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.

Glendive is also a natural stop for many Canadians traveling south or to experience the state and national parks. While Saskatchewan may statistically produce fewer of the 747,000 (according to cbc.ca) Canadian travelers to Montana than does the province of Alberta, the fact remains that the cities of Regina and Saskatoon alone total well over half a million people and the interstate/secondary highway hub immediately south of their border is Glendive. Local hoteliers report a visible presence of Canadian grandparents vacationing locally with their grandchildren as well. The average stay in Montana of a Canadian traveler is 3-5 days. Canadian baby boomers are an ever increasing category of "snowbirds" to the 5 major snowbird US states of Florida, Arizona, California, Hawaii and Texas according to Money Sense magazine. A personal interview with a snowbird from Saskatchewan verified the importance of Glendive as the "beginning stop of their southern pilgrimage."

#### 4. Dinosaur and Adventure Crazy

According to the Destination Analysts report, the family traveler is 32% of the overall population of traveler. Another preference are the history buffs making up 34.7%. They specifically report being interested in dinosaurs, hands-on experiences and open spaces. Makoshika Park is named as a primary destination for these adventure seekers and outdoor enthusiasts. Glendive is 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 free-spirited adventure and be hands on with nature and history. 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 continuing to expand our peer partnership marketing with Visitor Information Centers outside Montana. An adventurer to Mount Rushmore may continue to Theodore Roosevelt National Park in North Dakota followed by stays in Makoshika State Park enroute on a loop continuing to Little Big Horn then Yellowstone Park. An adventurous outdoors lover from Regina would love to leave the plains of Saskatchewan to hike and camp the rugged trails around Glendive, only hours away.

#### ***b. What are your emerging markets?***

##### 1. Team Sports Enthusiasts

Glendive has an all-weather rubberized track and artificial turf football field donated by a local philanthropist. 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. It would be an impressive location for a Can-Am Track event. Glendive has 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 around 100 teams for 23 years.

2. Mountain Biking - transcontinental bicyclists were once diverted off the highline because of the truck traffic in the Bakken, but found how the 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 nature trails along the Yellowstone River at Black Bridge Fishing Access as well as the highly impressive trails in Makoshika and near Dawson Community College. Way-finding hiking mapping is complete and will be produced through a partnership between the Glendive CVB and Dawson County TBID entities as a means to hold visitors in Glendive longer and to bring them back to this area again and again.

4. Local 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 public-use commercial kitchen is now 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 travelers appreciate as being available. Glendive is also becoming known as an art community. A world-renown bronze sculptor resides here as does a custom high end jeweler and potter. Their studios are open to the public and combined with a local non-profit arts gallery create a very attractive visit for tourists. Our local historic greenhouse has expanded into a year-round artisan stop with a small bistro and local repurposed/reclaimed craftsmen selling their wares to become the next owner's treasure. A craft beer brewer has recently opened their doors to round out the small town artisan movement experience in Glendive.

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

**Business Travelers:**

Glendive has had 5 more hotels recently built. This was necessitated by the Bakken "Boom". This exponentially increases the capacity that Glendive has for travelers. With the typical ebb in the energy sector cycle, marketing for regional business meetings, conventions and training is paramount.

**Repeat Visitor:**

Destination Analysts statistics shows that 72% of visitors are repeat visitors to Montana. Other 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 National Parks:**

There was a record 4.2 million visits to Yellowstone National Park in 2016. 2.4 million visited Mount Rushmore National Monument. 750,300 to Theodore Roosevelt National Park. Visits to all three of these national treasures can be built into a tour including Makoshika State Park, Montana's largest. Some of the 1.5 million visits to Glacier National Park may travel westbound into Montana through Glendive on I94 as well.

**Dinosaur Crazy:**

Makoshika State Park & Visitors Center, Glendive Dinosaur and Fossil Museum, Frontier Gateway Museum, Baisch's Dinosaur Digs, and even a 38' Tyrannosaurus Rex in a cop culture music store are examples of a destination for the dino-crazed.

**Optional: Include attachment here.**

**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 assure possible visitors Glendive does have accommodations

**Optional: Include attachments here.**

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

Glendive CVB looks forward to continued collaboration with MTOTBD, SEMT Regional CVB, and local TBID organizations to share cost effective and strategic visions.

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

We will continue to work closely with the MTOT on a photo library, partnership and mentoring assistance. Regional CVBs on fam tours, and our local TBID on billboard, wayfinding, and other branding marketing under the title of "Visit Glendive.com".

Optional: Include attachment here:

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

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

Optional: Include attachments here.

GLENDIVE CVB BUDGET FY 2018.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 Atchmnts |
|-------------------|----------------------------|------------------------------------|---|---|--|---|-----------------------------|-----------------------------------|--------------------|----------------|
| Consumer          | Opportunity Marketing      | Yes                                | This money will be used when currently unknown opportunities become available during the year to attract folks to Montana.  |   | Leaving this money for opportunities that come up will give Glendive CVB some money to use where we see it will be most effective. |   |                             | \$3,000.00                        | No                 |                |
| Consumer          | Online/Digital Advertising | Yes                                | Among other possibilities, we will purchase banner ads promoting our unique OHV area on regional commercial pages such as Bismar.com which will target motorized thrill seekers mainly in North Dakota. We will also pursue digital advertising in on-line publications geared toward activity/demographic specific readers. Boosting our own Visit Glendive page will help promote events and reach more | The Montana Office of Tourism promotes digital marketing and supports the fact travelers search the web for travel information more now than in the past. | Travelers typically search the internet first when planning trips and vacations.   | Montana tourism data will identify the increase in travelers to this region. Our local hotels are working closely with us to track travelers stays; why are they staying in Glendive and what brought them to Glendive. Event organizers will be asked to track the number of attendees and where folks traveled from to attend events in Glendive. |                             | \$2,000.00                        | No                 |                |

|          |                        |     |   |   |  |  |  |            |    |  |
|----------|------------------------|-----|---|---|--|--|--|------------|----|--|
|          |                        |     | <p>travelers. Paid listings in search-based travel planner sites will lead people to Montana based on the activity or interest they can find here such as dinosaurs, hiking, biking or agate hunting.</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>  |   |  | Social media analytics will be monitored.                                    |  |            |    |  |
| Consumer | Printed Material       | Yes | <p>Glendive, Dawson County, and Makoshika Park have several committees and support organizations who work closely with each other to promote a healthy lifestyle in this area. They also promote Glendive through beautification projects and grant-funded strategies to enhance the community. One of the most impressive accomplishments has been the grooming and mapping of hiking trails in Makoshika, along the Yellowstone, and through the city. We are teaming with TBID and the park to order the production of a cleverly designed pocket trail guide that not only serves as wayfinding to the trails, but also to the park and to landmarks within the area.</p> | <p>Makoshika Park Visitors Center handed out 6000 trails maps from gummed tear tablets in 2016. 2000 brochure-styled maps depicting Makoshika on one side and a city map of just walking suggestions on the other were distributed in 2016.</p> | <p>The intent is to give outdoor enthusiasts a wayfinding guide that is ergonomically easy to use while exploring and sturdy enough to be kept. By expanding the city map portion to include clearer graphics and landmarks, we intend to draw the visitor to other areas of interest in Glendive once outside the park. This will ultimately extend their stay and be a catalyst for return visits.</p> | <p>We are interested in the amount of time before we need to order more.</p> |  | \$3,500.00 | No |  |
| Consumer | Billboards/Out-of-Home | Yes | <p>Glendive CVB partners on two billboards.</p>   | <p>The majority of travelers carry digital</p>  | <p>The human eye responds to pleasurable stimuli. Verbiage is</p>  | <p>Views on our website will indicate a raise in</p>                         |  | \$6,000.00 | No |  |

|                 |                    |     |   |  |   |   |   |            |            |    |  |
|-----------------|--------------------|-----|---|--|---|---|---|------------|------------|----|--|
|                 |                    |     | <p>One near Hathaway, MT right-visible to those traveling eastbound along I94. The strategy behind this billboard is to retain travelers inside Montana without losing them into North Dakota.</p> <p>A new billboard is located near Beach, North Dakota right-visible to the westbound traveler along I94. The strategy behind this billboard is to entice travelers into Montana and stopping at Glendive for the night or longer. This location also has a northbound cutacross into the Bakken region that can lead to Williston, North Dakota and the epicenter of the oil activity. We would rather the business traveler continue into Glendive and base their operations from Montana.</p> | <p>technologies. Both these billboards sport verbiage about the number of rooms available for them and the simple tag: "VisitGlendive.com". This easily directs the traveler to our website for more visitor information and lodging reservation links.</p>  | <p>kept to a minimum while a photo of the rugged Makoshika State Park entices the traveler to want to come explore the wide-open, free-spirited atmosphere of the park, river, and Glendive. The website provides links to lodging, the Chamber of Commerce, the state park, activities to do, and memories to make in Glendive.</p>  | <p>awareness. Increased attendance at the state park, increased activity at the hotels will indicate that, among other things, the visual stimuli of the billboards is a success.</p> |   |            |            |    |  |
| Consumer        | Print Advertising  | Yes | <p>We will advertise in activity-specific magazines in hopes of enticing a niche traveler. These themes might be hiking, fishing, history buffs, and family travelers.</p>  | <p>While it is documented that there is a drop in readership of the printed media, <b>Magazine Media Factbook 2016/17</b> describes the neuroscience behind why print magazine ads continue to work well for the still impressive amount of readers: "Higher comprehension and recall, preferred by majority (even millennials), stimulates emotions and desires, more focused attention, less distraction, slower reading speeds, drives sensory involvement which contributes to its impact on readers."</p> | <p>The Glendive/Yellowstone/Makoshika Park area is attractive to the passionate, free-spirited, outdoor adventure-seeker. They are stimulated by emotions. Like no other, print marketing can imbue a desire to act on their quest for the experiences available in this area. In addition, the aging demographic that is being seen traveling with their grandchildren are still very much approachable through print media.</p> | <p>Park and attraction attendance and lodging receipts.</p>   |   | \$3,000.00 | No         |    |  |
| Group Marketing | Travel/Trade Shows | Yes | <p>in 2016 a cross-promotion strategy was established with the Medora, ND CVB &amp; Medora Chamber of Commerce. This strategy is now expanded to Tourism Regina, Canada and a future candidate</p>  | <p>Research has suggested a trend toward shorter, regional travel for many years. The weekend getaway, the blended family activity time, the cost conscious traveler,</p>  | <p>The short-distance traveler is an important reason to cross-promote travel within a 300 mile radius outside Montana, and in our case the less populated Eastern Montana. On the opposite spectrum, the distance traveler to national parks and</p>   | <p>The need for more material is the easiest and most profound form of measurement.</p>   | <p>Materials left with the Medora, ND CVB were mostly gone when visited this spring. They</p> |            | \$1,500.00 | No |  |

|                   |                                    |     |  |  |  |   |   |            |    |  |
|-------------------|------------------------------------|-----|--|--|--|---|---|------------|----|--|
|                   |                                    |     | may be in Rapid City, South Dakota. These locations are catalysts for sharing resident travelers and visitors alike. Printed material is shared with each VIC and delivery visits to personally discuss trends and successes are so very important to maintaining the relationship.  | the concern for safety in some larger destinations.                | monuments may not know what other experiences are nearby to include in their journey. Cross-promotion with Canada is important to bring our Northern neighbors below the border while supporting friendly international relationships.   |   | requested more as their visitors appeared to enjoy the possibility of continuing their vacation the mere 60 miles into Montana. |            |    |  |
| Marketing Support | TAC/Governor's Conference meetings | Yes | 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.   |  |  |   |   | \$2,000.00 | No |  |
| Marketing Support | Equipment                          | Yes | This office is in need of a tablet and proper printer. Nothing fancy is required, just a tablet and software capable of publishing, mail, and graphics with a laser all-in-one printer to support.   | Mobility of information is paramount when traveling or networking. | There is currently one computer utilized by three individuals under the Dawson County Economic Development umbrella and the inkjet printer is nearing the end of its useful life.  |   |   | \$2,000.00 | No |  |
| Marketing Support | Wayfinding                         | Yes | Makoshika State Park's entrance is rather hidden through a residential area of Glendive. The pocket activity guides as described in printed materials will greatly assist, but only if the traveler has already obtained one from the hotels or Chamber. Wayfinding signage is in place, but is small and easily missed. A suggestion is to literally paint dino prints directly on the streets meandering through that part of town to the park. Maintenance would be an issue, but a terrific community service project for a local club. A separate defined plan is to produce iron cutout signage "banners" to be hung high above on the existing decorative streetlights at end of the residential area leading to the park entrance. These ironworks would depict images of the wildlife and | Visual stimuli excites visitors to what lay ahead                  | We intend that once wayfinding to the park is accomplished, we can also direct the visitor to other interesting and exciting adventures right at our doorstep. The goal is to extend the visitors stay.<br><br>This would likely be a joint partnership with Dawson Community College for the ironwork as well the local TBID and various community action and beautification committees | Increased stays, increased visits to other attractions. |   | \$1,500.00 | No |  |

|                   |                                      |     |  |   |   |  |  |            |    |  |
|-------------------|--------------------------------------|-----|--|---|---|--|--|------------|----|--|
|                   |                                      |     | activities that await the visitor ahead. A brightly colored banner will provide a backdrop to the ironwork. To provide wayfinding to other sites within the area, the departing park visitor can see printed on the back of the canvas banner visions of other sites in Glendive.  |   |   |  |  |            |    |  |
| Marketing Support | Website/Internet Development/Updates | Yes | Website enhancement is a high priority for this year to help attract the travelers to our area and to produce a user friendly experience on the site. A new website developer is needed who will assure not only a quality product but also a site that companions well with the three major links: The Glendive Chamber of Commerce, Makoshika State Park, and VisitMT. | Research supports the value of a destination website which is now fully responsive for smartphone and tablet devices, and reflects a clean, classy and easy to navigate design interface. | Increasing awareness of Glendive's attractions to visitors driving by on their way to Yellowstone Park and Glacier Park will help increase stays in Glendive. Also information driving the visitor to our website will help them find attractions of interest in our area during their vacation. Ease of link with the other major sites will help us share customers as all are sharing a common goal. | Our website is www.visitglendive.com. "Visit Glendive" is a verb or action but "VisitGlendive.com" easily becomes a noun; A "person, place or thing". All advertising, be it in a magazine or on a billboard refers to VisitGlendive.com as the only brand. This strategy will make website visits a simple measure of success as the ".com" becomes it's own destination for more information. Basic Google Analytics will suffice nicely for our needs to measure this goal, however should a mutual webmaster with the Chamber and TBID be a fiscally sound investment for our size market, that person may desire a more advanced analytics package. |  | \$2,000.00 | No |  |
| Marketing Support | Administration                       | Yes | Marketing administration support for Dawson County Economic Development to manage funds, support CVB Board of Directors, and provide accounting and liability fees   |   |   |  |  | \$7,000.00 | No |  |
| Marketing Support | VIC Funding/Staffing/Signage         | Yes | The local Chamber of Commerce and Agriculture is currently serving as the VIC.   | Travelers are accustomed to stopping at chambers of commerce for information  | The Glendive Chamber of Commerce and Agriculture currently does not receive bed-tax funding<br><br>They are the logical location for VIC distribution in this   |  |  | \$2,000.00 | No |  |

|                   |                  |     |  |  |   |  |  |             |    |  |
|-------------------|------------------|-----|--|--|---|--|--|-------------|----|--|
|                   |                  |     |  |  | community. This budget item assists them in maintaining the VIC rakes and providing any other traveler information. |  |  |             |    |  |
| Marketing Support | Printed Material | Yes | Branding supplies are important to any organization. We must educate the public of the Visit Glendive brand through visual repeat of the logo via whatever method is deemed effective (Stationary, decals, etc.) |  |   |  |  | \$500.00    | No |  |
|                   |                  |     |  |  |   |  |  | \$36,000.00 |    |  |

### Marketing Method Budget

| Marketing Segment | Marketing Method                     | Bed tax funded budget | Non bed tax funded budget |
|-------------------|--------------------------------------|-----------------------|---------------------------|
| Consumer          | Billboards/Out-of-Home               | \$6,000.00            | \$0.00                    |
| Consumer          | Print Advertising                    | \$3,000.00            | \$0.00                    |
| Consumer          | Online/Digital Advertising           | \$2,000.00            | \$0.00                    |
| Consumer          | Printed Material                     | \$3,500.00            | \$0.00                    |
| Consumer          | Opportunity Marketing                | \$3,000.00            | \$0.00                    |
|                   |                                      | \$17,500.00           | \$0.00                    |
| Group Marketing   | Travel/Trade Shows                   | \$1,500.00            | \$0.00                    |
|                   |                                      | \$1,500.00            | \$0.00                    |
| Marketing Support | Administration                       | \$7,000.00            | \$0.00                    |
| Marketing Support | TAC/Governor's Conference meetings   | \$2,000.00            | \$0.00                    |
| Marketing Support | Equipment                            | \$2,000.00            | \$0.00                    |
| Marketing Support | Website/Internet Development/Updates | \$2,000.00            | \$0.00                    |
| Marketing Support | Printed Material                     | \$500.00              | \$0.00                    |
| Marketing Support | Wayfinding                           | \$1,500.00            | \$0.00                    |
| Marketing Support | VIC Funding/Staffing/Signage         | \$2,000.00            | \$0.00                    |
|                   |                                      | \$17,000.00           | \$0.00                    |
|                   |                                      | \$36,000.00           | \$0.00                    |

### Miscellaneous Attachments

**Reg/CVB Required Documents**

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| <b>File Name</b>                                | <b>Description</b>                         | <b>File Size</b> |
|---|--|------------------|
| Three documents for Marketing Plan.pdf (772 KB) | Required documents for FY18 marketing plan | 772 KB           |

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