



Application

55917 - FY18 Region/CVB Marketing Plan - Final Application

58862 - FY18 Miles City CVB Marketing Plan
DOC Office of Tourism

Status: Under Review

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Applicant Information

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Comments:

Organization Information

Name:* Miles City Area Chamber of Commerce

Organization Type: Non-Profit Organization

Organization Website:

Address:* 511 Pleasant Street

***** Miles City Montana 59301
City State/Province Postal Code/Zip

Phone:* 406-234-2890

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Comments:

Community & Brand Support

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?

Miles City CVB includes Miles City and the area surrounding the city limits for approximately 50 miles.

The Miles City Area consists of badlands, flatlands, and rolling hills. The badlands cover the area to the east of Miles City all the way to Terry Montana. These badlands include the Calypso Trail and the Scenic Drive. The rest of the area around Miles City is a mix of flatland and rolling hills. Unusual sandstone formations make for interesting subjects and wonderful backdrops for photographers, bird and wildlife observers and those that just want to more deeply appreciate the effects of nature over time on these soft and ever-changing soils. The flatland in the area is proving to be very fertile soil able to sustain many types of agricultural crops as well as being home to

many forms of livestock. The area is also the perfect home for many wild animals such as deer, antelope, elk, pheasants, and grouse that make it a hunter's paradise. Miles City is located at the confluence of the Yellowstone and Tongue Rivers. These rivers, unique from the pristine trout streams of the western part of Montana, are known worldwide for their abilities to support other species such as catfish, paddlefish, sturgeon, sauger, walleye, northern pike, and bass. The rivers and their tributaries are also home to a large and varied bird population such as Canadian geese, ducks, cranes, pelicans, as well as aquatic mammals. The Yellowstone River is also a hotbed for agate hunters. Miles City is one of the best places to find Moss Agates, only found on the free flowing Yellowstone River.

Miles City offers countless opportunities for the outdoorsman that just wants to hike or boat. Arm yourself with a camera and you will witness things beyond imagination. Birders will see many species of birds from the wild canary all the way to the bald eagle. It is not unusual to come upon Indian artifacts as you hike. The Miles City area was home to many of the greatest Indian encounters in history. Fort Keogh, just west of Miles City, was originally a remount station for the cavalry during its early days. General Custer left out of Miles City on his trek to the Little Big Horn. It now houses the Fort Keogh Experimental Station which is a world class center for agricultural experimenting. The Fort has produced its own breed of cattle (The Line 1 Hereford) as well as produced range grasses that thrive in our climate as well as in other parts of the world. Miles City also offers one of the premier Old West Museums in the country. The Range Riders Museum opened in 1939 and has grown into a complex of 11 buildings housing everything from dinosaur bones to Indian headdresses. The Waterworks Art Museum is also a pillar of tourism in Miles City. Housing many great shows, including the Western Art Roundup held during The World Famous Miles City Bucking Horse Sale, brings a unique visitor to our community. The Ursuline Convent and the National Historic District brings the rest of our history to the forefront. Walking tour and "Ghost Tours" have proven to be special ways of bringing Miles City's history to life for our visitors.

Miles City is also at the crossroads of the highway system in southeastern Montana. Interstate 94 passes in an east/west route intersecting Montana highway 59 heading to Jordan north and Broadus to the south. A recent addition of pavement connecting Terry to Brockway has also made travel from Highway 2 a much easier process. As the medical and retail hub of the area we play host to several functions such as tournaments, regional meetings, expos, clinics and workshops. Miles City now has a small convention area that has also become a huge draw for our community. This facility added to the Fairgrounds and Miles Community College gives us the ability to host multiple events at the same time, a situation we have never had before.

Miles City is proud of its ability to promote many events, but our flagship event is, and will always be, The World Famous Bucking Horse Sale held the third full weekend in May. This event dubbed the "Cowboy Mardi Gras" brings in people from every U.S. state as well as several foreign countries doubling our population for four days. You only have to mention Miles City anywhere and the next comment will be the bucking horse sale.

Throw in some other events and not only do give entertainment to the community but we bring business to Miles City and also make our people aware of the importance of tourism.

Miles City is not without its challenges though. Miles City suffers from a lack of public transportation. Miles City recently lost its Essential Air Service, leaving us without any public air service what so ever. We are currently recruiting a fixed base operation, but it is a difficult process and a huge investment for a private company. This situation is by far our biggest challenge to date and also our biggest focus.

The west interchange is another issue we are addressing. This exit is out of town a couple of miles and isn't very offering at night. This is the entrance to Miles City that is a direct route to the Range Riders Museum, The Waterworks Art Museum, as well as the Historic District and Historic Main Street. We have secured more highway signage and thanks to the current growth in the area it is becoming more inviting.

It is always interesting that our challenges seem to always be our greatest opportunities. Air service into Miles City will reopen a door that will drive people into our community as will a more inviting entrance into our downtown. We are currently dealing with the oil issues as well as the impending coal slow down.

We will always be a gateway community on the way to the parks and we understand that. Making that work for all of us is the key. It is our goal to make a great first impression for visitors on the way to the parks and a lasting impression on their way home from there. We offer the other Montana they have seen and heard about and our doors are open for business.

Optional: Include attachments here

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

All of our marketing is designed to make people want to do something, even if that something is nothing. We will draw down on the great job that Montana Office of Tourism does in inspiring people to visit Montana. We also has seen great support from Visit Southeast Tourism. Plans to increase our partnership are exciting. Montana is already inspiring enough, but the incredible photos and language they use set the table for us. We are fortunate in Miles City that the inspiration has been laid out over the years in movies, television, and radio. We are the old west and who didn't grow up wanting to be a cowboy or see the wild west. All we have to do is show visitors that we have that available for them. Couple that with the modern amenities and we have facilitated their needs. Using an event driven marketing approach is necessary to give the little extra draw that brings that orientation aspect to our process. Most of the things we do we make it easy for a visitor to put himself into the event. Nothing says old west or cowboy like The Bucking Horse Sale. Western music on the streets at night then put your boots and cowboy hat back on in the morning and take a nice drive in the country seeing the calves and lambs that litter the country side like a western movie. We also market doing nothing, nothing like walking along the river or out in the badlands. Things that we take for granted but to someone without that ability it is an event like they have never had before. You have given us three words that bring a call to action, we see this call to action happen when people see Miles City.

Optional: Include attachments here.

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

Our target market as defined by ITRR would be the visitor that is driving from the east. We consider the eastern visitor as those from North and South Dakota, Minnesota, Michigan using the I-94 corridor to the National Parks, making us a gateway community. I would

agree with that as it coordinates with the states marketing. We have had great success with this approach and will continue to market accordingly. We see traffic to the parks as well as skiing and snowmobile traffic from that direction in the winter months as well. Other than the drive by market we also market to the people that have a fancy for the old west, the history buff that tracks Lewis and Clark, the native american history person, we also play to the hunter and fisherman, the hiker and camper, as well as that person that just wants to go somewhere and do nothing. Our quiet way and slow pace has a draw like no other. You can go 5 miles out of Miles City and not see another sole and still be back in town enjoying the best steak of your life in 10 minutes. Geographically we would look for the eastern traveler to be one of our markets due to the fact that, as a gateway community to the parks the eastern traveler would need to go through here. We also will continue to market the Bakken. This is the true definition of low hanging fruit. We will team with Visit Southeast Montana on this approach. As far as the psycho graphic target market it would be the adventure seeker, the outdoorsman, the person wanting the western experience.

b. What are your emerging markets?

This year looks to be a great year for us because the parks still appear to be a great draw again this year. We also believe that more travel this summer and fall will be done by car, meaning we will have more people to lure off the interstate. We finally had a snowy winter last year and again saw snowmobile traffic. This had been gone for some time and it is encouraging to see that again. We are seeing less outfitted land in our area opening up the area for more hunting in the fall.

c. What research supports your target marketing?

We rely on ITRR as well as the DA research for a good bit of our research. We utilize information given to us from the hoteliers to judge stays as they relate to events and promotions. As we have stated throughout this document we also have the luxury of being the Chamber and being involved with so many events that we can gauge the crowds. Also we hear back from our member businesses as to their perceived value of the events and promotions we participate in.

Optional: Include attachment here.

Overall Goals

Our goals for this marketing plan are to become more involved cooperatively with Visit Southeast Montana Tourism as funds allow. Continue to increase visitors at local events. This is important to the economy of Miles City because we have people that started events based on the rise in the areas population and we need to keep hammering that market as well as others to sustain what we have created. It is very conceivable that we show 10% increases in our larger events, such as The Kansas City Barbecue Contest, Badlands Bowl, Bluegrass Festival, and The Beef Breeders Show. We are seeing better attendance at The Bucking Horse Sale with the exception of Friday and Saturday due to room availability. We can still push the Thursday and Sunday events as rooms allow. We can still push the whole weekend to camping and day travel. We have begun to make business see that tourism has an impact on our economy and that it needs to be a market that we all must attack.

Optional: Include attachments here.

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

We plan to participate with the MOTBD as funds will allow. We look at MOTBD, Southeast Montana, and Miles City grown opportunities. We did our first joint venture with Southeast Montana this past spring and it was both fun and successful. We did a famtrip with them that was great.

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

We plan to work with Southeast Montana Tourism as effective opportunities present themselves. It is very difficult to participate in very many coop. opportunities due to cost. We have had opportunities and it has proven very beneficial.

Optional: Include attachment here:

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

We will participate as funds allow. We see some opportunities that will be of great benefit to our plan.

Optional: Include attachments here. pie chart.xlsx

FY18 Signed Compliance232.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	Printed Material	Yes	We plan to use \$5,000.00 for Printed materials. We plan to refresh our inventory of some of our brochures. These brochures are very effective and not time sensitive.	We know that people want them because they have taken so many we need more.	We are running out of effective brochures that we need.	These are reprints of our most popular brochures so we know they are serving their purpose.		\$5,000.00	No	
Consumer	Website/Internet Development/Updates	Yes	We plan to use \$5,000.00 to update our website. As I learned from the TAC last year it is of great importance to stay ahead as it pertains to our site. We know have constant reviews and are wanting to do some new things. We share the cost of our social media with the Miles City Chamber of Commerce. We use bed tax funds to do our design and updating and the Chamber budget funds all the placement. It is our opinion that since	All of the research leads to fresh is best so that is the direction we will continue to travel. Our current anylitics for the website show we have on average 231 visits per day with an average of 3.12 minutes on the site. Our visitors go to an average of 4pages per visit. Search engine referrals account for 33% of visitors, facebook another 33%, and the balance from miscellaneos sources. I was suprised to see that visitors are 50/50 between mobile and laptop with the checkerboard service we have.	It is important that our website does what is expected of it so it has to keep an appeal.	We have great annelitics at our disposal to see the effectiveness of our site. We are proud of it but it can always be better.		\$5,000.00	Yes	

			the benefit is two-fold the expense should be shared.						
Consumer	Radio & Television Advertising	Yes	<p>It is our plan to use \$13,000.00 on radio/television advertising for fy/18. This is the same amount as last year but we are now using TV advertising, not just radio. We will concentrate on the same target audience that includes eastern Montana, as well as North and South Dakota and Northern Wyoming. Research supports this as the direction we should go to maximize the value of our advertising. This is the best approach to attract both the TV and radio visitors. We don't look to a Wyoming TV station chosing Billings to hit our target in Wyoming. We</p>	<p>Following travel patterns as described by ITRR and also the numbers made available by MTOT we can see that for us to capture visitors the best is to market in the direction they are coming to us from. Every road that brings travelers to Miles City from the east comes by town.</p>	<p>We have determined that to be effective we need to put ourselves in front of the most people we can with the money we have. We have increased our presence with TV and less radio to increase exposure with the same amount of funds. We have always felt radio worked and are excited about what the addition of TV will bring.</p>	<p>We can see success by the crowds we see at events. We at the Chamber sponsor so many of the events in Miles City we see the crowd size and observe size changes. We also can rely on statistics we get from events we don't directly sponsor. We have the stats from the Bucking Horse Sale that clearly show that we are on the upswing from the downturn of the Bakken. We had 12,326 paid attendance at The Bucking Horse Sale</p>	\$13,000.00	No	

			<p>do span out for radio because it is cheaper and go into more locations rather than relying on overlap of TV. We do radio in Sidney, Williston, Dickinson, Billings, and Spearfish. We stay fairly event specific in our advertising on the radio hitting things like the Bucking Horse Sale, Bluegrass Festival, the Kansas City Barbecue Contest, Ranch Rodeo, and The Eastern Montana Fair as examples. We stay more generic with TV. We use ad gorilla for TV because of cost and rely on bargained rates for radio. All radio is 6a to 7p and always 30 seconds.</p>			<p>in 2015. Saturday attendance was 5124. With the slowdown in the Bakken the attendance for the 3 days dropped to 9,824 with 4408 on Saturday. Things are starting to rebound in all our events with the 3 day attendance at this years Sale at 10,927 and 4827 on Saturday.</p>				
Consumer	Print Advertising	Yes	We plan to use \$11,000.00 for	It is much like Radio/TV in that	With the vast space and time	We us print for alot of		\$11,000.00	No	

			<p>print advertising using newspaper, trade publications, and magazines. We feel that this is still a sound way to advertise. Visual advertising seems to have great value to us. We can be both event specific as well as very generic in our delivery and still be effective. Much like radio newspaper can be a fast way to boost an event that is dragging and is a great partner to social media for the old schoolers. We can also be seasonal in many avenues such as fishing, hunting, snowmobiling, rodeo, etc.</p>	<p>we can be direct in both event and attendee. We can see from ITRR and DA what our market is and then direct our advertising to meet our needs. We can take the research from DA and see what of the things draw visitors to Montana and then place ads into position to highlight our offering to the visitors needs.</p>	<p>consideration when it comes to travel in southeastern Montana we can place ads in strategic areas that will cover a days drive when it comes to both event specific and generic advertising for our day to day and then dial down to more specific audiences. Print does that for us.</p>	<p>our advertising of THE Range Riders at The Waterworks art Museum and they share numbers. Last year The Range Riders Museum had visitors from all 50 states and 44 foreign countries giving them a total of 15,172 for the year. The Waterworks Art Museum had visitors from 21 states, 9 foreign countries with a yearly total of 6,512. Both of these facilities are bolstered by our print advertising.</p>				
Marketing Support	Administration							\$5,800.00	No	
Marketing Support	Joint Ventures							\$8,000.00	No	
Marketing	TAC/Governor's							\$3,000.00	No	

Support	Conference meetings								
Marketing Support	Cooperative Marketing							\$2,000.00	No
Marketing Support	Opportunity Marketing							\$9,000.00	No
								\$61,800.00	

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Radio & Television Advertising	\$13,000.00	\$0.00
Consumer	Print Advertising	\$11,000.00	\$0.00
Consumer	Website/Internet Development/Updates	\$5,000.00	\$0.00
Consumer	Printed Material	\$5,000.00	\$0.00
Consumer	Website/Internet Development/Updates	\$5,000.00	\$5,000.00
		\$39,000.00	\$5,000.00
Marketing Support	Administration	\$5,800.00	\$0.00
Marketing Support	Opportunity Marketing	\$9,000.00	\$0.00
Marketing Support	Cooperative Marketing	\$2,000.00	\$0.00
Marketing Support	Joint Ventures	\$8,000.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$2,500.00	\$0.00
		\$27,300.00	\$0.00
		\$66,300.00	\$5,000.00

Miscellaneous Attachments

File Name	Description	File Size
FY18 Signed Compliance232.pdf (34 KB)	Compliance FY18	34 KB
pie chart.xlsx (16 KB)	FY18 Pie Chart	16 KB

Reg/CVB Required Documents

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File Name	Description	File Size
FY18 Signed Compliance232.pdf (34 KB)	FY18	34 KB
