



Application

55917 - FY18 Region/CVB Marketing Plan - Final Application

58367 - FY18 Sidney CVB Marketing Plan
DOC Office of Tourism

Status: Under Review

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Applicant Information

Primary Contact:

Name:* Mrs. Laura Schieber
Salutation First Name Middle Name Last Name

Title:

Email:* director@sidneymt.com

Alternate Email admin@sidneymt.com

Address:* 909 S Central Ave
admin@sidneymt.com
909 S Central Ave

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

Phone:* 406-433-1916 4331916
Phone Ext.
###-###-####

Alternate Phone 406-433-1916

Fax: 406-433-1916

Comments:

Organization Information

Name:* Sidney Chamber of Commerce, Inc

Organization Type: Non-Profit Organization

Organization Website: www.sidneymt.com

Address:* 909 S Central Ave

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

Phone:* 406-433-1916

Ext.

Alternate Phone

Fax: 406-433-1127

Email address schamber2@midrivers.com

Alternate Email schamber2@midrivers.com

Comments:

Community & Brand Support

Describe your destination (who you are, who you wish to attract and why would they come) addressing your strengths, opportunities, and potential challenges. How does your destination align with Montana's brand pillars?

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

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

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

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

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

Optional: Include attachments here 1) Describe your destination.docx

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

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

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

Our visitor center offers a variety of outlets for gathering information about our area. We also offer visitor information to a variety of locations around the county. Distributing calendars of events and visitor guides, we can better assist the visitor with identifying the many activities we have to offer. Visitors can stop by the visitor center and our friendly staff will assist with planning day trips and destination trips. Often we have visitors request mailed information in advance.

Optional: Include attachments here. 2) Inspiration Orientation Facilitation.docx

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

Target Geographics

We are in the process of determining and further refining who our target market should be. We will work

There is an opportunity to grow the tourism industry of adventurers that want to experience the untamed nature of our region. The Sidney area landscape changes for prairie lands to badlands. Adventurers can go from biking the beauty of grass lands right into the rugged terrain of the badlands.

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

Target Demographics

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

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

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

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

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

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

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

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

Target Psycho-graphics

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

b. What are your emerging markets?

Emerging Markets

In 2017, we had an increase in visitors that are attending sporting events. We will see this in 2018 as well as Sidney will host the state class A golf tournament in September and several hockey tournaments starting in November and continuing in January.

Sidney is a "passing through" area for Canadians and travels coming from the East. An opportunity for Sidney would be to promote the area and get travelers to plan their trips with an overnight stay in Sidney. Sidney has affordable hotel rates and restaurants open in the evenings making it the perfect stopping point for those on the dinosaur trail, micro-brew trail or on their way to the state parks.

c. What research supports your target marketing?

Research Supporting Target Markets

- ITRR
- Chamber Visitor Data: 2014, 37 Hiking & Biking in office inquiries, 2,000+ recreation web/social media, 800+ Event in office inquires, 80,000+ web/social media - we understand this data is dated and we will be working to understand and make our research current.
- MonDak Heritage Center Data

Optional: Include attachment here. 3) Who is your marketing.docx

Overall Goals

The Sidney economy has changed drastically over the last two years. Our hotels were once almost completely booked with oil field workers and now most hotels are at a very low occupancy rate. As a result, the Sidney CVB is in the process of determining who our target market and emerging markets are. There are several opportunities for our area and we will be working with Prime Inc and MTOTB to further refine who we should be targeting and how to best go about promoting our area. Our biggest goal for FY18 is to determine what's accomplishable for our budget and our resources.

We've recently started utilizing social media for events and members at the Sidney Chamber. Our goal is to expand that for the CVB and we'll allocate \$150 per month to boost posts twice during the month.

We understand the Sidney CVB has uncommitted funds that are not allocated from previous years and our goal is to have a plan for those funds by the end of the fiscal year. We've been in contact with Jan Stoddard and will be meeting with her near the end of summer. We'll be going through many of the items below as this was created as our original for our CVB. While I like many of the items, we need to thoroughly go through these and determine what is relevant for us now.

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

- Effectively brand Sidney as Montana Sunrise City and a place of frontier spirit and adventure
- Educate City and County officials about the economic and social impact of tourism to Sidney
- Promote local festivals and events
- Showcase Sidney's outdoor recreation and hunting opportunities
- Encourage more Canadian, North Dakota, South Dakota, and Minnesota visitors
- Promote a positive visitor experience
- Partner with event managers to promote events using out-of-home advertising
- Encourage area businesses to signup on visitmt.com

Implement effective marketing program

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

Data Collection

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

Increase Revenue

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

Optional: Include attachments here.

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

Cooperative Opportunities

- Sidney has a number of bird hunters in the area during the fall. We will work with Missouri River Country and Central Montana on bird hunting opportunities.
- Work with the MTOT by creating a positive image of Sidney. Advertising opportunities with MTOT to be determined
- Possible regional brochure with other towns without CVBs

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

- Work with the Missouri River Country to promote the Region
- Work with the Sidney TBID to promote the Sidney Area for events and conferences.

Optional: Include attachment here:

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

N/A

Optional: Include attachments here. 5) Joint Venture Opportunities.docx

Marketing Segment, Strategy & Budget

Marketing Segment	Marketing Method	Does research support this method?	Describe your method.	Supporting research/statistics	Provide a brief rationale.	Plan to measure success?	Marketing Method Evaluation	Estimated budget for each method.	Non bed tax funds?	Add'l Attchmnts
Consumer	Printed Material	Yes	<p>SACC will print brochures/rack cards and area map highlighting the area's recreational and visitor attractions such as canoe/kayaking, L&C, hunting & fishing, calendar of events, rock hounding, birding and dinosaurs. We will do co-op marketing projects with communities that do not have a CVB and would like to print a brochure/rack card for their community. This information will be specific to the greater Sidney area.</p> <p>The information will be displayed on brochure racks that are portable. Sidney is host to multiple sporting events throughout the year and it would be ideal to have the information available to</p>	<p>These brochures will be handed out at the visitor centers, Chambers of Commerce, trade shows, hotels, and visitor packets that are handed out at conventions and meetings and sporting events, and sent out as requested.</p>	<p>SACC continues to see a benefit in putting print pieces in the hands of visitors planning their trips and when they are here in the Sidney area to pick up and plan to spend another night due to an event or extended work travel.</p>	<p>Distribution locations will track their visitation and the economic impact in their area. We will collect and enter this data into the Chamber data base.</p>		\$5,000.00	Yes	

			visitors. The brochure racks will need to be purchased.							
Consumer	Travel Guide	Yes	SACC will co-partner with the regional Museum Guide to add additional information on recreation and visitor information in the Sidney area. This publication is being changed to an overall area travel guide and will be distributed regionally, nationally, trade shows, visitor packets, and sent out as requested.	SACC distributed visitor packets in 2016 and 2017, additionally The Roundup distributed 6,500+ guides regionally.	The museum guide was enhanced to include travel information and changed from the Museum Guide to Discovering the MonDak. The SACC will partner with the distributors to ensure the greater Sidney area is well represented. This guide will provide the visitor with additional tourism/visitor information about our area and what we have to offer, giving Sidney's treasures greater exposure.	Chamber will collect data from each distribution point.		\$1,000.00	Yes	
Consumer	Opportunity Marketing							\$400.00	No	
Consumer	Social Media		Through the Sidney Chamber's Facebook page, instagram and twitter account - events, attractions and area information for Sidney will be boosted twice a month on social media. We can also help promote the dinosaur trail through Facebook and can link to the state's site.	The Sidney Chamber increased it's social media presence in March of 2017. From March 7, 2017 to April 4, 2017 Facebook showed a 7500% increase in page views, 3500% increase in page likes, and 732% increase in post engagements. These numbers are staggering and show that social media is definitely an opportunity to promote your area!	More and more consumers are utilizing the web and social media to get information about an area. We will work to create a positive social media presence for the Sidney CVB.	Facebook can provide great information on a monthly basis. Page views, page like and post engagement will be measured.		\$1,800.00	No	
Events	Radio & Television Advertising	Yes	SACC will do radio and TV advertising for special events	Chamber data collected identified that advertisements on regional and national radio/TV placements	The Sidney area offers several events throughout the	SACC continues to see a benefit in advertising		\$1,000.00	Yes	

			throughout the year. Some of these will be co-op advertising with our area communities and organizations promoting an event or attraction.	increased inquiries and attendance at specialty events from previous years.	year, attracting visitors from our many target areas. Print advertising has been the most effective in North Dakota, Billings and in Eastern Montana markets. Although we offer the information on our website and social media, many attendees have reported that the print advertising was their first source.	on the radio and TV. These specialty events need to be advertised in order for people to know they are happening. All advertising is done outside the area to attract people coming from a distance in order to increase the night stays.				
Events	Print Advertising	Yes	SACC will continue magazine and newspaper ad placement as a method of promoting Sidney in regional and national publications read by travelers which match our target audiences and markets.	Chamber data collected identified that advertisements in regional and national publications increased information inquiries by 2,215. Cape Air services the Sidney area and publishes 8,000 copies of the <i>Bird's Eye View</i> magazine every two months. This magazine connects with a captive audience and once off the flight, they can access the magazine on their mobile friendly device.	Print advertising continues to be effective in Sidney. We will continue to advertise creating attractive ads and reach our target markets to attract the potential visitor that plans a trip to or through the Sidney area.	SACC will continue using agency demographics and chamber data collected		\$3,200.00	Yes	
Marketing Support	Administration	Yes	20% of the FY18 funds will be allocated for administrative purposes. The projected funding for FY18 is \$17,500, so \$3500 has been allocated. The total budget for the FY18 marketing plan \$27,500 as it includes \$10,000 in un-committed					\$3,500.00	Yes	

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

			information they are looking for to assist with showcasing Sidney as a destination.		requests of the recreational and activity pages. Having limited staff and funding dedicated to the visitor center has been a challenge. However, recently the SACC has restructured staff dedicated to the maintenance of the website and visitor center, along with funding assistance from the CVB specifically for VIC support.				
Marketing Support	Wayfinding	Yes	<p>Sidney is challenged with two state highways that cross through the city. With traffic increasing it is becoming more difficult for visitors to find their way around to our many activities and attractions. Many of our in town attractions are not visible from the main street.</p> <p>Wayfinding signage will allow visitors to clearly identify specific areas of interest and attractions. It is important for visitors to locate the VIC, MonDak Heritage Center, County Fair/Rodeo Grounds, historical points of interest, and the downtown district.</p> <p>Wayfinding signage will also assist visitors to locate the BikeWalk path and the 23</p>		<p>SACC will strategically place special interest signage along the main arterials. Many of the special interest locations will assist with purchase costs, maintenance and sustainability of the wayfinding signage.</p>	SACC will collect general survey information.	\$100.00	Yes	

			parks that are in Sidney.						
Marketing Support	Ad Agency Services	Yes	The Sidney CVB is in need of strategies, creative and well planned marketing plans. We are currently in the process of working with PRIME Inc on a new website and would like to continue the partnership with them to continue to grow the Sidney area as a tourism destination.					\$4,500.00	
								\$27,500.00	

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Printed Material	\$3,200.00	\$500.00
Consumer	Travel Guide	\$1,000.00	\$0.00
Consumer	Social Media	\$1,800.00	\$500.00
		\$6,000.00	\$1,000.00
Events	Print Advertising	\$5,000.00	\$5,500.00
Events	Radio & Television Advertising	\$1,000.00	\$4,000.00
		\$6,000.00	\$9,500.00
Marketing Support	Administration	\$3,500.00	\$12,000.00
Marketing Support	Joint Ventures	\$1,500.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$2,500.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$1,500.00	\$2,000.00
Marketing Support	Opportunity Marketing	\$400.00	\$0.00
Marketing Support	Website/Internet Development/Updates	\$1,500.00	\$0.00
Marketing Support	Wayfinding	\$100.00	\$0.00
Marketing Support	Ad Agency Services	\$4,500.00	\$0.00
		\$15,500.00	\$14,000.00
		\$27,500.00	\$24,500.00

Miscellaneous Attachments

Reg/CVB Required Documents

File Name	Description	File Size
Compliance Cert FY18.pdf (633 KB)	Applicant's Certificate of Compliance, Signed pledge of Understanding & Compliance and Application for Lodging Tax Revenue	633 KB
