



MARKETING PLAN FOR FY 2013-14

SIDNEY CVB

## PURPOSE

The purpose of this marketing plan is to increase visitor awareness of Sidney, Montana as part of the Montana tourism experience. Known for its rich agricultural heritage, tourism is a relatively new opportunity for Sidney and this marketing plan will identify opportunities, strategies and goals to grow the tourism industry in Sidney and surrounding areas.

### Identity

Sidney is the county seat of Richland County, Montana, less than 10 mi (16 km) away from the North Dakota border. The city lies along the Yellowstone River and is in proximity to the badlands of the Dakotas. Sidney is approximately midway between Glendive, Montana and Williston, North Dakota.

Settlers began arriving in the area in the 1870s, and a post office established in 1888. Six-year-old Sidney Walters and his parents were staying with Hiram Otis, the local justice of the peace, and Otis decided that Sidney was a good name for the town. The following year, Montana became a state and Sidney was incorporated in 1911.

Sidney was originally part of Dawson County, but became the county seat of Richland County at its inception in 1914. Agriculture became an important part of the region after the Lower Yellowstone Irrigation Project was completed in 1909. A dam was built on the river south of Glendive, which diverted water from the river into a 115.2 km (71.6 mi) main canal, which runs north-south, parallel to the Yellowstone, irrigating land from Glendive north up to Fairview, where it dumps into the Missouri River.

The area experienced an oil boom and bust in the late 1970s and early 1980s, bringing an influx of people to the town for a short period of time. Around the start of the 21st century, the town started experiencing another surge in oil exploration activity that continues today.

## Strengths and Opportunities of Sidney Relative to Other Montana Destinations

### Strengths

- **Agricultural Heritage**  
Sidney is the Agri-Business hub of Eastern Montana. The rolling prairies of Richland County provide the ideal environment for small grain, cattle and sheep production. Sidney is the home for the Eastern Agriculture Research Center of the Montana State University and the Northern Plains Research Center of the USDA Agriculture Research Service. Richland County ranks top among the counties across the state in Sugar Beet, Oat, Dry Bean and Wheat production.  
In addition, the MonDak Heritage Center, a focal point for history and culture in the area, depicts the early agricultural life from this area.
  
- **Yellowstone River**  
Sidney is located in the Lower Yellowstone River Valley which is rich in history as well as recreation, and sightseeing opportunities. The Lower Yellowstone Irrigation Project (LYIP) provides irrigation for high-value crops raised in the area. This project is the backbone for the Ag industry in the Lower Yellowstone Valley

and supplies irrigation water to 56,000 acres through a network of 325 miles of canals, laterals, and drains. Originally built by the Bureau of Reclamation in 1907-1909, the Project is now operated by the local water users. The LYIP has responsibility to operate and maintain the facilities serving about 400 constituents. The LYIP employs 22 people and has an operating budget of \$1.6 million.

- **Festivals and Events**

Sidney has many festivals and events that take place year-round. Some of these events include MonDak Ag Days, Richland County Fair and Rodeo, Sunrise Festival of the Arts, Celebrating Chocolate, Tractor Pull, Demolition Derby, Wine and Food Festival, Bakken Brew Fest, and the Christmas Stroll and Parade of Lights.

A new event center at the Richland Co. Fairgrounds has a total of 20,000 square feet, is staffed full-time and can be used for large regional meetings as well as events.

The Sidney Country Club is the only 18-hole golf course east of Billings in Montana.

- **Montana High Plains**

As part of the High Plains experience, visitors to Sidney have the advantage of enjoying the vastness and solitude of Eastern Montana. While not necessarily considered spectacular nature, the expansive prairies near Sidney contribute to some of the most unspoiled nature in eastern Montana.

## Opportunities

- **Sidney Area is not considered a tourism attraction**

As a new Convention and Visitor Bureau, there is an opportunity to educate local residents and City Officials on the benefits of the tourism industry.

- **Distance/Lodging/Transportation**

Sidney has no major highways or airports. It is located 50 miles from Interstate 94 to the south and MT Highway 2 on the north. Billings is 285 miles to the west, Bismarck North Dakota is 225 miles to the east, Rapid City South Dakota is 250 miles to the south, and Regina, Saskatchewan is 200 miles to the North. Silver Airways does provide daily service to Billings and Glendive.

- **Poor Public Perception**

Due to the recent activity in the Bakken Oil fields, Sidney is known as a location with no available motel rooms, lack of needed infrastructure and busy streets and highways. Opportunities to address some of the negative perception include the addition of three new motels with the possibility of six more on line in the near future.

- **Public Access**

The lack of access and identification of public land creates recreation challenges for visitors and new residents to the area.

- **Research**

There is very little tourism research about Sidney or the surrounding area.

## Goals

- Promote a positive visitor experience
- 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
- Increase occupancy for Sidney motels
- Encourage more North Dakota residents and energy workers ( Bakken Oil Fields) to visit Sidney

## Measurable Objectives

- Track positive publicity in key markets
- Record attendance at all events
- Increase attendance to local events by 5% (for those events that have attendance records)
- Highlight outdoor recreation, festivals and hunting opportunities in all advertising
- Increase bed tax collections by 5% over collections in 2012
- Increase visitation from North Dakota residents and energy workers by 5% over 2012

## Montana Office of Tourism 2013-2017 Strategic Plan

The Sidney CVB supports the 2013-2017 Montana Tourism and Recreation Strategic Plan

## Target Markets

### Geographic

Currently the target geographic market for Sidney is western North Dakota, specifically the Bakken Oil Fields. Guest Book registrations at the Sidney chamber office in 2012 showed 222 total visitors from 32 different states, 5 providences, and 2 foreign countries. The top 5 states were Minnesota (7.2%), North Dakota (6.7%), Washington (7.2%), Idaho (7.2%), and California (6.3%). Institute for Tourism and Recreational Research (ITRR) show visitors to Missouri River Country visited from **Minnesota, Washington, California**, Pennsylvania, Wisconsin, Wyoming, Michigan, **North Dakota** and Manitoba, Alberta and Saskatchewan, Canada.

### Demographic

#### Energy and Oil Field workers

Male and female, 20-50 years of age, typical income level \$80,000+, they come from all over the world to work in the oil fields, they work long shifts and are looking for ways to relax on their days off.

#### Hunters & Fishers

Heavily skewed male audience, typical income level of \$35,000+; census statistics suggest about 16% of the general US population age 16 and older fishes, while 6% hunt.

#### History & Culture Buffs

Adults 35+, traveling with or without children, 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.

### 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.

### 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.

### Outdoor Enthusiasts

Adults 35-54 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.

## **Marketing Methods**

Sidney will use public Bed Tax funds to meet the above goals using the following methods:

### Radio

Radio advertising will be used to target travelers beyond the local print circulation, primarily western North Dakota and Saskatchewan. Advertising will focus festivals and events and broadcast within 10 days of the event.

### Consumer Print Advertising

Print advertising will be used to promote activities and events in Sidney. Special collateral pieces will be also be printed in coordination with other organizations (Sidney Brochure, MonDak Museum, Sidney Visitor Guide)

### Photo Library

The Sidney Chamber will begin to acquire photos for a photo library. These photos will be used in future print and on line advertising and marketing.

### Meetings and Conventions Recruitment

When appropriate, Sidney will offer meeting subsidies and incentives to bring meetings to Sidney.

## Sidney CVB-FY2013/2014 Budget Overview

<b>Marketing Support</b>		<b>\$14,221.00</b>
	Administration	\$6,821.00
	Joint Ventures	\$1,000.00
	Opportunity Marketing	\$3,400.00
	TAC/Gov. Conf. Mtgs.	\$3,000.00
<b>Consumer Advertising</b>		<b>\$15,100.00</b>
	Radio	
	Richland Co. Fair & Rodeo	\$2,000.00
	Air Show Concert	\$3,000.00
	Sunrise Festival of Arts	\$1,000.00
	Wings of Freedom III	\$3,000.00
	Bakken Brew Fest	\$1,000.00
	Print	
	MonDak Territory Museum Guide	\$900.00
	Sidney Visitor Guide	\$1,200.00
	Sidney Brochure	\$3,000.00
<b>Photography Library</b>	\$1,000.00	<b>\$1000.00</b>
<b>Convention / Event Subsidies</b>	\$2,000.00	<b>\$2000.00</b>
<b>Visitor information Center Signage</b>	\$1,788.00	<b>\$1788.00</b>
<b>Total and Projected Revenue</b>		<b>\$34,109.00</b>

Identify projects and amounts you would eliminate/reduce if revenue decreases 10%  
 Opportunity \$3,400.00

Organization Name: Sidney CVB  
Project Name: Radio Advertising  
Application Completed by: Wade VanEvery

<b>Approval Requested</b>
<b>X Final</b>
<b>Preliminary</b>

**Explain the need for this project as well as a clear overview of the concept of the project.**

Radio advertising will be used to target regional audiences which are out of reach of the local print circulation, namely western North Dakota and Saskatchewan. Ads will be 30 seconds and broadcast 10 days prior to each event. The radio stations will write and produce the spots.

Richland County Fair– Funds will be used to advertise the evening performance for the Richland County Fair and Rodeo. This show has the potential to bring in visitors from around the region that will spend the night in Sidney.

Air Show Concert – Funds will be used to advertise the Aaron Tippin Air Show concert held in conjunction with the Wings of Freedom III Air Show. This is a two day event.

Sunrise Festival of the Arts – Funds will be used for radio advertisement in the western portion of North Dakota to draw people to this event held in Veteran’s Memorial Park in Sidney. This event has taken place for over 20 years and it is estimated that 2,000 to 3,000 people attend this event annually. Through registration slips for prizes, we know 47% of people who attend this event are from Sidney, 16% from the rest of Richland County, 19% from other places in Montana, and 18% from out of state.

Wings of Freedom III Air Show – Funds will be used to advertise the Wings of Freedom Air Show which will be held at the Sidney/Richland Airport in September. The target geographic locations to draw visitors are from North Dakota, South Dakota, and Saskatchewan.

Bakken Brew Fest – Funds will be used to advertise the Bakken Brew Fest, which takes place in April. The last Bakken Brew Fest had 20 brewers with 40 different products on tap. Brewers represented at the Bakken Brew Fest come from the Montana towns of Missoula, Wibaux, Stevensville, Great Falls, Belgrade, Wolf Point, Philipsburg, Red Lodge and Billings as well as Juneau, Alaska, Golden, Colo., Boston, Mass., Bismarck, N.D., Fort Collins, Colo., and Chicago.

**Objectives**

- Track positive publicity in key markets
- Educate City and County officials about the economic and social impact of tourism to Sidney.
- Increase attendance to local events by 5% (for those events that have attendance records)
- Increase bed tax collections by 5% over collections in 2012
- Increase visitation from North Dakota residents and energy workers by 5% over 2012

**Refer to the portions of your marketing plan, which support this project.**

- Promote a positive visitor experience
- Educate City and County officials about the economic and social impact of tourism to Sidney.
- Promote local festivals and events
- Increase occupancy for Sidney motels
- Encourage more North Dakota residents and energy workers ( Bakken Oil Fields) to visit Sidney

Does this project support the Strategic Plan?

The Sidney CVB supports the Montana Tourism & Recreation 2013-2017 Strategic Plan.

**Budget**

<b>MARKETING/ADVERTISING:</b>					
Richland County Fair & Rodeo	\$2,000	+	\$0	=	\$2,000
Air Show Concert	\$3,000	+	\$0	=	\$3,000
Sunrise Festival of Arts	\$1,000	+	\$0	=	\$1,000
Wings of Freedom III	\$3,000	+	\$0	=	\$3,000
Bakken Brew Fest	\$1,000	+	\$0	=	\$1,000
<b>TOTAL</b>	<b>\$10,000</b>		<b>\$0</b>		<b>\$10,000</b>

Organization Name: Sidney CVB  
Project Name: Print Advertising  
Application Completed by: Wade VanEvery

<b>Approval Requested</b>
<b>X Final</b>
<b>Preliminary</b>

**Explain the need for this project as well as a clear overview of the concept of the project.**

MonDak Territory Museum Guide

The MonDak Heritage Center is the MonDak region's premier museum located in Sidney. The mission of the museum is to engage, educate, and inspire the community by preserving and contributing to the area's arts, culture, and heritage. Funds are requested for a center page ad in the MonDak Territory Museum Guide to encourage people to visit and stay in Sidney. The guide is distributed in museums, chambers, and visitor centers in the region. The current guide is produced by The Roundup with a distribution of 7000.

Sidney Visitor Guide –

The Sidney Visitor Guide contains information about what to see, where to stay and what to do in Sidney. Funds are requested to advertise activities and events in the guide with the goal of attracting more visitors to Sidney. This will be a two-page ad. 3500 are printed and distributed in the area.

**Objectives**

- Increase attendance to local events by 5% (for those events that have attendance records)
- Educate City and County officials about the economic and social impact of tourism to Sidney.
- Highlight outdoor recreation, festivals and hunting opportunities in print advertising
- Increase bed tax collections by 5% over collections in 2012
- Increase visitation from North Dakota residents and energy workers by 5% over 2012

Refer to the portions of your marketing plan, which support this project.

- Promote a positive visitor experience
- Promote local festivals and events
- Showcase Sidney's outdoor recreation and hunting opportunities
- Increase occupancy for Sidney motels
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**Does this project support the Strategic Plan?**

The SidneyCVB supports the Montana Tourism & Recreation 2013-2017 Strategic Plan.

Budget

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
		+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$0</b>		<b>\$0</b>		<b>\$0</b>

<b>MARKETING/ADVERTISING:</b>					
<b>MonDak Territory Museum</b>					
<b>Guide</b>	\$900	+	\$0	=	\$900
<b>Sidney Visitor Guide</b>	\$1,200	+	\$0	=	\$1,200
		+	\$0	=	\$0
<b>TOTAL</b>	<b>\$2,100</b>		<b>\$0</b>		<b>\$2,100</b>

Organization Name: Sidney CVB  
Project Name: Sidney MT Brochure  
Application Completed by: Wade VanEvery

<b>Approval Requested</b>	
	<b>Final</b>
<b>X</b>	<b>Preliminary</b>

**Explain the need for this project as well as a clear overview of the concept of the project.**

The Sidney CVB requests funds to produce a brochure to provide travelers with information about what to see and do in Sidney, including events, festivals and outdoor activities. As we are beginning to develop our tourism economy, it is important to let visitors know what there is to see and do in our area.

**Objectives**

- Increase attendance to local events by 5% (for those events that have attendance records)
- Educate City and County officials about the economic and social impact of tourism to Sidney.
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Budget

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
		\$0 +	\$0 =		\$0
		\$0 +	\$0 =		\$0
		\$0 +	\$0 =		\$0
<b>TOTAL</b>		<b>\$0</b>		<b>\$0</b>	<b>\$0</b>

<b>MARKETING/ADVERTISING:</b>					
Printing		\$3,000 +	\$0 =		\$3,000
			\$0 =		\$0
<b>TOTAL</b>		<b>\$3,000</b>		<b>\$0</b>	<b>\$3,000</b>

Organization Name: Sidney CVB  
 Project Name: Photography Library  
 Application Completed by: Wade VanEvery

<b>Approval Requested</b>
<b>X Final</b>
<b>Preliminary</b>

**Explain the need for this project as well as a clear overview of the concept of the project.**

The Sidney CVB is requesting funds to begin to acquire photos for a photo library. These photos will be used in the future for print and on-line marketing.

**Objectives**

- Track positive publicity in key markets
- Educate City and County officials about the economic and social impact of tourism to Sidney.
- Highlight outdoor recreation, festivals and hunting opportunities in print advertising
- Increase bed tax collections by 5% over collections in 2012
- Increase visitation from North Dakota residents and energy workers by 5% over 2012

**Refer to the portions of your marketing plan, which support this project.**

- Promote a positive visitor experience
- Promote local festivals and events
- Showcase Sidney's outdoor recreation and hunting opportunities
- Increase occupancy for Sidney motels
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**Does this project support the Strategic Plan?**

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**Budget**

<b>Photo Library</b>					
Photo fees	\$1,000	+	\$0	=	\$1,000
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$1,000</b>		<b>\$0</b>		<b>\$1,000</b>

Organization Name: Sidney CVB  
 Project Name: Convention and/or Event Subsidies  
 Application Completed by: Wade VanEvery

<b>Approval Requested</b>	
<b>Final</b>	
<b>X</b>	<b>Preliminary</b>

Explain the need for this project as well as a clear overview of the concept of the project.

This is a request for funds to be used when appropriate to offer meeting subsidies and incentives to bring meetings to Sidney. Sidney is very well suited to host meetings such as the Montana Stock growers summer meeting, Montana Farm Bureau Summer meeting, and other Ag related events.

**Objectives**

- Track positive publicity in key markets
- Record attendance at all events
- Increase bed tax collections by 5% over collections in 2012

Refer to the portions of your marketing plan, which support this project.

- Promote a positive visitor experience
- Educate City and County officials about the economic and social impact of tourism to Sidney.
- Promote local festivals and events
- Increase occupancy for Sidney motels
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**Budget**

<b>Convention Subsidies</b>			
Cost of rent & other services	\$2,000	+	\$0 = \$2,000
	\$0	+	\$0 = \$0
	\$0	+	\$0 = \$0
	\$0	+	\$0 = \$0
<b>TOTAL</b>	<b>\$2,000</b>		<b>\$0 = \$2,000</b>

Organization Name: Sidney CVB  
 Project Name: Visitor Information Signage  
 Application Completed by: Wade VanEvery

<b>Approval Requested</b>	
<b>Final</b>	
<b>X Preliminary</b>	

**Explain the need for this project as well as a clear overview of the concept of the project.**

The sign on the south side of our building reads "Lewis & Clark Visitor Center". The sign is deteriorating and needs to be replaced. This is a request for funds to replace and install a new sign which will read "Sidney Visitor Center". By replacing the sign, we hope to attract more visitors to the Visitor Center, giving us an opportunity to tell visitors about what they can see and do in Sidney.

**Goals**

- Promote a positive visitor experience
- 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
- Increase occupancy for Sidney motels
- Encourage more North Dakota residents and energy workers ( Bakken Oil Fields) to visit Sidney

**Measurable Objectives**

- Increase attendance to local events by 5% (for those events that have attendance records)
- Increase bed tax collections by 5% over collections in 2012
- Increase visitation from North Dakota residents and energy workers by 5% over 2012

**Does this project support the Strategic Plan?**

The Sidney CVB supports the Montana Tourism & Recreation 2013-2017 Strategic Plan.

**Budget**

<b>PROFESSIONAL SERVICES:</b>			
Design, Construct, and installation	\$1,788	+	\$0 = \$1,788
	\$0	+	\$0 = \$0
	\$0	+	\$0 = \$0
<b>TOTAL</b>	<b>\$1,788</b>		<b>\$0 = \$1,788</b>

