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Application

Instructions

Print to PDF will convert the application plus any PDF attachments into a single PDF file. **Release for Review** will change the status of the application to Under Review and move it on to the evaluation process. **Negotiation** will allow you to unlock one or more sections of the application and route the application back to the applicant for further editing. **Annotations** allow internal staff to add notes that are visible to internal staff only and possibly also reviewers if they have a special security privilege. The applicant cannot see these notes. **Versions** will display all component versions that were created as a result of the negotiation process. **Feedback** allows staff to enter feedback about the application to the applicant. The feedback text will appear at the bottom of the application and will be visible to anyone who has access to the application. **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.

Application Details

[Map](#) | [Print to PDF](#) | [Negotiation](#) | [Annotations\(0\)](#) | [Versions](#) | [Feedback](#) | [Withdraw](#)

27194 - FY16 Region/CVB Marketing Plan - Final Application

28967 - FY16 Sidney CVB Marketing Plan

DOC Office of Tourism

| | | | |
|----------------|--------------|---------------------------------|--------------------|
| Status: | Under Review | Original Submitted Date: | 04/30/2015 4:30 PM |
| | | Last Submitted Date: | 05/19/2015 4:19 PM |

Applicant Information

Primary Contact:

| | | | | |
|---------------|------------|------------|-------------|-----------|
| Name:* | Ms. | Jessica | | Davies |
| | Salutation | First Name | Middle Name | Last Name |

Title:

Email:* schamber@midrivers.com

Alternate Email

Address:* 909 S. Central Ave

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

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

Alternate Phone

Fax:

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

1. Describe your destination.

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?

Sidney and Richland County stretch along the Yellowstone river banks across from the North Dakota boarder. Sidney is down the road from where the Yellowstone and Missouri Rivers join at the confluence. Travel to short distance to the Missouri-Yellowstone Confluence Interpretive Center, enjoying the beautiful sprawl of lush prairie lands that collide with the rugged badlands along the way.

Spanning the Yellowstone and Missouri Rivers are the twin vertical-lift-bridges, the Fairview Bridge over the Yellowstone River and the Snowden/Nohly Bridge over the Missouri River. Built only 10 miles apart, the two bridges were built to allow steamboats and barges passage in 1913. Ironically the only time the Fairview Lift Bridge was ever raised was at the completion of its construction, as all over-sized river traffic ceased on the Yellowstone River. Take the walking path across the Fairview Bridge and into the Cartwright Train Tunnel on the other side of the Yellowstone.

Sidney is home to rich history, agriculture and the Montana oil boom. Sidney and Richland County is home to the sugar beet, amber waves of grain and dotted with oil industry activity. Preserving the natural beauty of the land and the small town integrity, Sidney is still your hometown treasure. When visiting the area, spend time agate hunting; enjoy a round of golf in Missouri River Country's only 18-hole course; take a step back at the MonDak Heritage Center and see the history; float along the Yellowstone from Elk Island to the Seven Sisters taking in the sights of whitetail and mule deer, upland game birds, ducks, and geese and other wild life that live here.

The Sidney area offers many treasures for all visitors and locals alike, with a variety of accommodations, Sidney caters to family vacationers, business travelers, sportsmen and seasonal travelers. You will also want to stop in and check out one of many restaurants and shops while enjoying your stay in the Sunrise City.

Optional: [Include attachments here](#)

2. 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 rivers for boating, canoeing, kayaking, and our events all play an important role in inspiring our visitors.

Orientation to our area assisted 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](#).

3. Who is your market?

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

Target Geographics

Sidney is unique for having two different types of markets. We cater to the oil industry travelers coming from all over the world for

business in the Bakken, but we also have a growing tourism industry of adventurers that want to experience the untamed nature of our region.

Narrowing in on the tourism visitors, the Sidney area will target the following geographic markets: Colorado, North Dakota, Massachusetts, Wyoming, South Dakota, Michigan, Idaho, Texas, Oregon, Alaska, Illinois, and across the state of Montana. Some of these markets are 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. Colorado and North Dakota ranked top two in the ITRR report for 2014.

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 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-

- Southern Canadian Provinces
- Minnesota, North Dakota and South Dakota, Washington, Idaho and California

Missouri River Country travelers include; Minnesota, Washington, California, Pennsylvania, Wisconsin, Wyoming, Michigan, and Canadian Provinces

c. What research supports your target marketing?

Research supporting target market-

- ITRR
- Chamber Visitor Data
- Marketing Plan Development Data

4. Overall Goals

Overall Goals

1. 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 "Montana's Sunrise City"
 - 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 North Dakota residents and energy workers (Bakken Oil Fields) to visit Sidney
 - Promote a positive visitor experience
2. Implement effective marketing program
 - Newly updated website and social media
 - Co-marketing with MonDak Heritage Museum and Missouri River Country
 - Marketing with MTOT
 - New travelers brochures/guides
3. Data Collection
 - Track publicity in key markets- press release prints, television, etc.
 - Website & social media
4. Increase Revenue
 - Bed tax collections by 5% over collections in 2014
 - Increase events and attendance

Optional: Include attachments here. [Overall Goals.docx](#)

5. Joint Venture Opportunities

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

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

The Sidney area will partner with the Savage, Lambert and Fairview areas and with the MonDak Heritage Center Museum to bring awareness to these area's attractions and programs.

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

Limited funding has kept the Sidney VIC from participating in past joint ventures.

Optional: Include attachments here. [Cooperative Opportunities.docx](#)

Include pie chart here. [2016 CVB marketing plan pie chart.docx](#)

| 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 | SACC will print brochures 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. | These brochures are handed out at the visitor center's, Chambers of Commerce, trade shows, visitor packets that are handed out at conventions and meetings and sporting events, and sent out as requested. | SACC continues to see a benefit in putting print pieces in the hands of visitors to plan their trips and when they are here in the Sidney area to pickup and plan to spend another night due to an event or extended work travel. | Distrabution locations will track their visitation and the economic impact in their area. | | \$7,000.00 | No | |
| 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 9,755 visitor packets. | The past visitor guide distributed by a local paper was changed from a visitors guide focusing on the area attractions to articles about living in the Bakken region. SACC will partner with the distributors of the Museum guide to change the publication to feature information for travelers on our areas attractions and calendar of events. | Chamber will collect data from each distrabution point | | \$1,000.00 | No | |
| Events | Radio & Television Advertising | Yes | SACC will do radio and TV advertising for special events throughout the year. Some of these will be co-op advertising with our area communities and organizations promoting an event or attraction. | Chamber data collected identified that advertisements on regional and national radio/TV placements increased inquiries and attendance at specialty events from previous years. | The Sidney area offers several events throughout the 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. | SACC continues to see a benefit in advertising 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. | | \$2,500.00 | No | |

| | | | | | | | | | | |
|-------------------|------------------------------------|-----|--|---|--|---|--|--------------------|----|--|
| 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. | 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 | | \$5,000.00 | No | |
| Marketing Support | Marketing Plan Development | Yes | SACC will continue to work with marketing plan developer to research future markets and carry out the current plan. | | SACC will continue to work with the marketing plan developers to gather marketing information and ensure funding strategies are effective for attracting visitors to the area. | | | \$10,000.00 | No | |
| Marketing Support | Administration | Yes | | | | | | \$8,667.00 | No | |
| Marketing Support | Partner Support | Yes | SACC will partner with the MonDak Heritage Center for marketing our area's largest museum and event venue. Partnering will assist their efforts in event and exhibit awareness | | Partnerships are an important part in marketing our area. We gain more exposure and our marketing dollars go further, especially with our limited budgets. We will join in partnership with the MonDak Heritage Center whenever it meets our marketing needs and budget. | | | \$2,000.00 | No | |
| 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 | No | |
| 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 will help fund the VIC and provide training, staffing and signage. | SACC will collect data | | \$1,500.00 | No | |
| Marketing Support | Opportunity Marketing | Yes | | | | | | \$3,171.00 | No | |
| | | | | | | | | \$43,338.00 | | |

Marketing Method Budget

| Marketing Segment | Marketing Method | Bed tax funded budget | Non bed tax funded budget |
|-------------------|--------------------------------|-----------------------|---------------------------|
| Consumer | Printed Material | \$7,000.00 | \$0.00 |
| Consumer | Travel Guide | \$1,000.00 | \$0.00 |
| | | \$8,000.00 | \$0.00 |
| Events | Print Advertising | \$5,000.00 | \$0.00 |
| Events | Radio & Television Advertising | \$2,500.00 | \$0.00 |

| | | | |
|-------------------|------------------------------------|--------------------|---------------|
| | | \$7,500.00 | \$0.00 |
| Marketing Support | Marketing Plan Development | \$10,000.00 | \$0.00 |
| Marketing Support | Administration | \$8,667.00 | \$0.00 |
| Marketing Support | Partner Support | \$2,000.00 | \$0.00 |
| Marketing Support | TAC/Governor's Conference meetings | \$2,500.00 | \$0.00 |
| Marketing Support | VIC Funding/Staffing/Signage | \$1,500.00 | \$0.00 |
| Marketing Support | Opportunity Marketing | \$3,171.00 | \$0.00 |
| | | \$27,838.00 | \$0.00 |
| | | \$43,338.00 | \$0.00 |

Miscellaneous Attachments

Reg/CVB Required Documents

[Return to Top](#)



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