



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 **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.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

29161 - Belgrade Chamber CVB Marketing Plan
DOC Office of Tourism

Status:	Under Review	Original Submitted Date:	05/08/2015 3:38 PM
		Last Submitted Date:	05/19/2015 4:02 PM

Applicant Information

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City:	Belgrade	Montana	59714
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Phone:*	406-388-1616		
	<small>Phone</small>		<small>Ext.</small>
Alternate Phone			
Fax:			
Comments:			

Organization Information

Name:*	Belgrade Chamber of Commerce		
Organization Type:	Non-Profit Organization		
Organization Website:	www.belgradechamber.org		
Address:*	10 E. Main		
City:	Belgrade	Montana	59714
	<small>City</small>	<small>State/Province</small>	<small>Postal Code/Zip</small>
Phone:*	406-388-1616		
Ext.			
Alternate Phone			
Fax:			
Email address	dyoungberg@belgradechamber.org		
Alternate Email	dyoungberg@belgradechamber.org		
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?

Belgrade is a quaint, thriving town built on its established service industries and established community. With the growth within the Gallatin Valley, Belgrade supports retail and restaurant businesses along with a booming housing market.

Due to Belgrade's geographic location, settled next to an international airport, at the crossroads of two major highways, and being just 10 miles from Bozeman - Belgrade attracts and supports tourism traffic with its services, beautiful parks and small town hospitality.

The town is easy to navigate when driving, extremely accommodating in its vast services provided, and offers all the amenities traveler seek along with the Montana, local charm tourists enjoy experiencing.

Belgrade, Montana's Strengths

Location - Belgrade is positioned at the intersection of two major highways traveled by tourists. Interstate 90, which offers travelers Eastward access towards Billings and Westward access towards Missoula, the Flathead as well as the state capital, Helena. To the South is Highway 191, which is the portal to Big Sky and West Yellowstone.

Shopping and Dining - Belgrade offers a number of antique shops, local ranch stores and popular restaurants that attract travelers looking for a local, Montana experience.

Travel Services - The expansion of the Bozeman Yellowstone International Airport offers over 10 direct flights to Bozeman from major national cities. Alongside the expansion of the airport, is the expansion of the rental car fleets and services. This offers more opportunities for tourists to self-navigate to their destination, which encompasses driving through Belgrade.

Yellowstone National Park - Belgrade is located within 90 miles of Yellowstone National Park, one of the most popular national parks in the United States. The park attracts tourists due to its reputation for wildlife viewing, geysers, hiking, camping, and other tourist attractions in the summer and winter months.

Year Round Recreation - Yellowstone Country Montana offers year round recreation which draws tourists to the area, whether drive or fly traffic. Belgrade is a hub for tourists traveling to Big Sky Resort, fly fishing on the Madison River, white water rafting and kayaking on the Gallatin River, and accessing the extensive trail systems within Yellowstone Country Montana.

Lodging Establishments - Belgrade houses 311 hotel / motel rooms along with a handful of privately owned vacation rentals within the city limits to offer weary travelers a great place to have their base camp or spend the night before proceeding to their final destination.

Belgrade's Opportunities

Belgrade has an opportunity to capitalize on drive traffic from I-90 or travelers who have flown into the Bozeman Yellowstone International Airport. By educating travelers on the services available in Belgrade, the goal is to increase the ease of their travels and offer a Montana experience. Because of its central location, Belgrade is the gateway to some of Montana's finest attractions, most within a hours drive.

Belgrade, Montana's Challenges

Not a destination - The city of Belgrade is built on its service industry and is not a standalone destination location for tourism.

Seasonal traffic - Like other areas of Montana, Belgrade is affected by the seasonal traffic patterns of tourism. This results in above average high and low occupancy months.

Belgrade Alignment with Montana Brand Pillars:

More Spectacular, Unspoiled Nature - Belgrade is settled in the heart of the Gallatin Valley. Regardless of the direction one looks, the city is surrounded by mountain ranges - The Bridgers, The Spanish Peaks, and The Tobacco Roots. Belgrade is also on the cusp of wide open farm lands, which offers a different scenery than snowcapped mountains.

Vibrant and Charming Small Towns - Belgrade is a vibrant, charming small town. There are antique shops, parks, picnic areas, farm and ranch stores, recreation, and a quaint downtown. With lovely landscapes and smiles on every corner, the town is warm and welcoming to all travelers and locals alike.

Breathtaking Experiences By Day - Yellowstone Country Montana offers a number of outdoor recreation adventures and historic draws for visitors. Whether it's a day hike to a mountain lake, guided fishing expedition, experiencing a day on the slopes of Bridger Bowl Ski Area or a trip to the Lewis and Clark Caverns - there will never be a dull day when visiting Belgrade, Montana.

Optional: [Include attachments here](#)

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

Throughout all marketing methods outlined, Belgrade will inspire online interactions by speaking to the need of the Montana traveler. From there, the user will be directed to the Visitor's page on the Belgrade Chamber of Commerce's website where they'll be oriented with the town and its services. Pictures on the website and visitor page of the beautiful landscapes surrounding Belgrade will give the visitors a vision of Montana's beautiful mountains and wide open spaces. With clear communications and visual stimulus, we will facilitate the rendering of Belgrade services.

Optional: [Include attachments here](#).

3. Who is your market?

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

Target Market

Demographics

Adults 35 - 70

College graduates

\$36K + Household Income

Mercury CSC - in their research for the Montana Office of Tourism found

These people are in their 30s, 40s, and 50s, college educated and have above-average disposable income. They take 3-5 leisure trips per year with some specific qualifications:

1. **They have the desire to get off the beaten path—they want to localize as much as possible.**
2. **They seek the authenticity of people and places, and want to immerse themselves in the culture.**
3. **They use technology to plan and explore a destination before they arrive, and are frequent and heavy Internet users.**
4. **They still find inspiration in travel, leisure, lifestyle and outdoor recreation magazines.**

Source: <http://www.mercurycsc.com/work/montana-office-tourism/>

Travelers are interested or involved in one of the following:

- Traveling national parks
- Hiking
- Backpacking
- Skiing / Snowboarding
- Snowmobiling
- Ice climbing
- Hunting
- Fishing
- Bird watching
- Mountain biking
- Dirt biking
- Other outdoor adventure and recreation

Geographics

Major markets within the United States include Chicago, Seattle, Denver, New York, Texas, Salt Lake, Los Angeles and Minneapolis.

The regional drive markets such as Bismarck, Rapid City, Fargo, Idaho Falls, and Pocatello.

In state drive traffic traveling on I-90 and Highway 191 and travelers from the Canadian Provinces traveling from the North.

Markets that offer direct flights to Bozeman Yellowstone International Airport which may include Oakland/San Francisco, New York, Atlanta, Denver, Salt Lake, Chicago, Minneapolis, Seattle, Atlanta, Las Vegas, Mesa and Portland.

Pshyco-graphics

1. They have the desire to get off the beaten path—they want to localize as much as possible.
2. They use technology to plan and explore a destination before they arrive, and are frequent and heavy Internet users.
3. They still find inspiration in travel, leisure, lifestyle and outdoor recreation magazines.

Source: <http://www.mercurycsc.com/work/montana-office-tourism/>

b. What are your emerging markets?

Belgrade's emerging markets include international travelers. In the Montana Department of Commerce Office of Tourism 2011 marketing plan, overseas travelers were being directly targeted through tour operators. Belgrade plans to monitor studies supporting this increased travel trend and effort.

c. *What research supports your target marketing?*

Supporting Research

Geographic, demographics and psychographics: <http://www.mercurycsc.com/work/montana-office-tourism/>

Overseas marketing efforts and data:

<http://tourism.mt.gov/Portals/92/shared/docs/pdf/marketingPlan11.pdf>

The demand for retail and restaurant business to nonresident travelers:

<http://www.itrr.umt.edu/>

Optional: Include attachment here.

[SW MT Nonresident Expenditures 2013.pdf](#)

4. Overall Goals

Our Goals:

1. Is to attract tourist flying into Bozeman Yellowstone International Airport and traffic from Interstate 90. By marketing to tourist in their planning stage, we can highlight Belgrade as an essential hub when traveling to and from tourism destination locations. Promote the local Belgrade businesses as supportive, knowledgeable and most of all convenient for travelers.
2. Position Belgrade as the most convenient exit on I-90 for services needed to support drive traffic.
3. Capitalize and support the tourism efforts of Bozeman and surrounding areas.
4. To continue to improve our marketing with the assistance of the Bed Tax Funds and form a TBID to help with local marketing, signage and beautification.

Optional: Include attachments here.

5. Joint Venture Opportunities

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

Right now we have a very small budget and because this is our first year we have no plans for any co-ops. We would, however, like to learn more about future co-ops with the MTOT and the Region.

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

Again because of our small budget and inexperience we will not be participating in any co-ops this year. We do however co-op with the Bozeman Chamber on the Visitor Information Center at Bozeman Yellowstone International Airport to promote Bozeman, Belgrade, Yellowstone Country and Montana.

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

This is our first year.

Optional: Include attachments here.

Include pie chart here.

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	Website/Internet Development/Updates	Yes	The visitor page on the Belgrade Chamber of Commerce's website	The supporting research in our narrative shows our target market uses	By updating and making our Visitors page	Using the google analytics we		\$200.00	No	

			<p>www.belgradechamber.org will be further developed in order to best communicate the benefits Belgrade businesses can offer travelers. This will allow other marketing efforts to drive traffic to the Belgrade Chamber's website to help achieve the goals set forth in this plan. A redesign of the website is planned for the future, but we felt this was the most important page to fix with our small budget.</p>	<p>technology to plan and explore a destination before they arrive, and are frequent and heavy Internet users.</p>	<p>more user friendly, attractive and informative, the visitor will be able to see what services Belgrade has to offer i.e. restaurants, retail stores, gas & convenience stores and lodging. It will also list support services that travelers may be seeking. A list of parks and their amenities for picnics or a break for the children.</p> <p>Some services may be obtained prior to visiting such as groceries & other supplies needed for condo stays, as well as lodging for those late night flights before making the trek to Big Sky and Yellowstone National Park or vehicle travelers stopping for the night.</p>	<p>can track the traffic on this page, and what types of services they are interested in. We also need to monitor published findings from other resources to discover new opportunities to better manage our website and page content to make the visitors trip to the site problem free.</p>			
Consumer	Social Media	Yes	<p>Belgrade will utilize their Facebook page to offer monthly content and creative to solidify the consistency of the online campaign. This will also provide a traffic source to the Belgrade Chamber of Commerce's visitor page on the website. The goal in utilizing social media is to increase fan base, awareness of Belgrade services and increase Belgrade's exposure. The opportunity budget will also help support this marketing method by boosting posts for additional exposure opportunities.</p>	<p>Again, our research has shown our target market uses technology to plan and explore destinations before they arrive and are frequent and heavy Internet users. Social Media is an effective internet marketing tool. We have the opportunity to market to large groups of people at a minimum expense, who by their activity have shown interest in Montana and all of the attractions and outdoor activities. We can push more people to our website, where they can learn more information about Belgrade to help them plan their current or future vacations or business trips.</p>	<p>Our rationale is with a small budget to get the best bang for our buck. Our advertisements will increase the "likes" to our Facebook page and increase the traffic to our website. Each person who likes our page will be spreading the word. Just like word of mouth is a great advertisement, the same goes for social media.</p>	<p>Analytics for click throughs will be analyzed.</p>	\$1,200.00	No	
Consumer	Online/Digital Advertising	Yes	<p>Retargeting advertising will be used as outlined below to increase the national exposure of the Belgrade services in support of the State's travel efforts. In utilizing online targeting tools, Belgrade will efficiently maximize the provided budget in a strategic manner which will also provide concrete tracking and reporting tools to monitor and adjust the campaigns as necessary.</p> <p>Audience Targeting</p> <p>Gender: Female</p>	<p>For our target market:</p> <p>Mercury CSC - in their research for the Montana Office of Tourism found:</p> <p>These people are in their 30s, 40s, and 50s, college educated and have above-average disposable income. They take 3-5 leisure trips per year with some specific qualifications:</p> <p>1. They have the desire to get off the beaten path—they want to localize as much as</p>	<p>Targeted Online Marketing can increase Belgrade's national exposure.</p>	<p>We will efficiently maximize the provided budget in a strategic manner which will provide concrete tracking and reporting tools to monitor and adjust the campaign as necessary.</p>	\$10,594.00	No	

			<ul style="list-style-type: none"> Age: 35-70 HHI: \$36,000+ Intent: Travel to Montana <p>Contextual Targeting</p> <ul style="list-style-type: none"> Gender: Female Age: 35-70 HHI: \$36,000+ Content related to Bozeman & Yellowstone Country Montana <p>Search Targeting</p> <ul style="list-style-type: none"> Gender: Female Age: 35-70 HHI: \$36,000+ Searches related to Bozeman & Yellowstone Country Montana 	<p>possible.</p> <p>2. They seek the authenticity of people and places, and want to immerse themselves in the culture.</p> <p>3. They use technology to plan and explore a destination before they arrive, and are frequent and heavy Internet users.</p> <p>4. They still find inspiration in travel, leisure, lifestyle and outdoor recreation magazines.</p> <p>Source: http://www.mercurycsc.com/work/montana-office-tourism/</p>					
Marketing Support	Administration	Yes	<p>We plan to be very frugal with the funds provided for administration. Additional financial reporting, quarterly reports, time attending TAC meetings and the Governors Conference will be the bulk of the administrative budget, as well as any necessary supplies to carry out these duties. I assure you the 20% allotment for administration is appreciated and will be wisely spent.</p>	<p>This is our first year, so we have a big learning curve! We have consulted with other CVB's to glean as much information as we can to help us make this first year successful.</p>	<p>Our rationale will be to set up a system to help streamline our reporting and monitoring of the funds. It is our hope that proper administration of these funds will increase traffic to our community and increase the amount of Bed Tax Revenue for the State and our community.</p>	<p>Our success for this first year will first be the approval of our Marketing Plan, and to have error free quarterly reports and final reporting at the end of the year.</p>	\$5,089.60	No	
Marketing Support	Marketing Plan Development	Yes	<p>Since we aren't in the marketing business, we felt it was important to involve those who were experts in their field. Armstrong Marketing Solutions helped us put together this marketing plan and deciding</p>	<p>Consulting with other CVB's and Regions, they felt involving a marketing company was a prudent way to spend funds and get the best marketing for the dollar.</p>	<p>We are not experts in the Marketing Field and there is so much out there to choose from. Armstrong Marketing</p>	<p>As we prepare our quarterly reports, we will be able to see if our choices were successful.</p>	\$3,656.00	No	

			the best ways to spend our funds.		Solutions has a great reputation gave us all kinds of scenarios for our marketing. In the short time we had, we felt they gave us an excellent place to start!				
Marketing Support	Opportunity Marketing	Yes	We used the 10% allowed for Opportunity Marketing method to maintain a small amount of funds that would be available for an unknown opportunity in the marketing method that we are unaware of at this time.	We have budgeted the 10% allowed especially since this is our first time and we don't know what to expect.	Our rationale would be to stay within the mission goals of our marketing plan.	Our success will be measure on the individual project.		\$2,544.80	No
Marketing Support	TAC/Governor's Conference meetings	Yes	As require, we will attend the TAC Meetings. We will also be attending the Governor's Conference on Tourism. We find this conference a wealth of information and learn something new each year. The networking with other CVB's, Regions, and tourism related businesses make the experience very valuable.	Personal experience from attendance at this conference has proved to be a very educational conference. We have implemented several programs from information that we received at the conference.	The rationale behind supporting the attendance at the meetings is to enhance the ability of any region or CVB to stay compliant with the regulations and to have a greater understanding of what MTOT is undertaking on behalf of the tourism segments in Montana.	The success will be measured by the accurate information the attendees take back to the to the CVB Board and Chamber Board and the follow-through of the implementation of the Marketing Plan and ideas presented at the meetings.		\$1,500.00	No
Marketing Support	VIC Funding/Staffing /Signage	Yes	We plan to produce a new sign that is highly visible for tourist to see out in front of our Chamber building that will clearly state that we are a Chamber of Commerce and Visitor Bureau. Once they get to Belgrade, they may still have questions and need the personal attention we can provide at our office.	Good signage is imperative to any good business. The Visitors Bureau is no exception.	Our rationale is that without clear and concise signage that designates us at a Visitors Bureau, visitors may be confused and upset if they cannot find help. We have a small blue state sign that says visitor information, but this sign will be strategically place closer to the street on the corner where traffic will be more likely to see it.	Our success will be when visitors enter the building they won't look confused and say "Is this the Visitor Bureau?"		\$663.60	No
								\$25,448.00	

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Online/Digital Advertising	\$10,594.00	\$0.00
Consumer	Website/Internet Development/Updates	\$200.00	\$0.00
Consumer	Social Media	\$1,200.00	\$0.00
		\$11,994.00	\$0.00
Marketing Support	Administration	\$5,089.60	\$0.00
Marketing Support	Marketing Plan Development	\$3,656.00	\$0.00
Marketing Support	Opportunity Marketing	\$2,544.80	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,500.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$663.60	\$0.00
		\$13,454.00	\$0.00
		\$25,448.00	\$0.00

Miscellaneous Attachments

Reg/CVB Required Documents

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