

Montana Grants and Loans

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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 the application into 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 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 create 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 is located 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 **Withdraw** changes the status of the application to Withdrawn and removes the application from the evaluation process.

Application Details

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41744 - FY17 Region/CVB Marketing Plan - Final Application

41972 - Dillon CVB FY 2017 Marketing Plan
DOC Office of Tourism

Status: Under Review

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Applicant Information

Primary Contact:

Name:* Mr. Mitchell Thomas Staley
Salutation First Name Middle Name Last Name

Title:

Email:* mitch@pioneerpublicrelations.com

Alternate Email

Address:* P.O. Box 425

* Dillon Montana 59725
City State/Province Postal Code/Zip

Phone:* 406-660-0059
Phone Phone Ext.
###-###-####

Alternate Phone 406-683-5511

Fax:

Comments:

Organization Information

Name:* Beaverhead County Chamber of Commerce and Agriculture

Organization Type: Non-Profit Organization

Organization Website: beaverheadchamber.org

Address:* P.O. Box 425

* **Dillon** **Montana** **59725**
City State/Province Postal Code/Zip

Phone:* 406-683-5511

Ext.

Alternate Phone

Fax:

Email address

Alternate Email

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?

The Dillon CVB seeks to attract visitors for a variety of reasons. Primarily, increasing visitor traffic in our county increases economic opportunity for businesses our area. In addition to the economic benefits of tourism, we also feel we have a piece of paradise and we're eager to share it with travelers - which will increase travelers.

Dillon is adjacent to Interstate-15 and is a trailhead to Montana Highways 91, 41 and 278, which each connect Beaverhead County's rural communities and visit attractions. In conjunction with this high-level of connectivity, Beaverhead County is home to the Beaverhead-Deerlodge National Forest and the Beaverhead and Big Lost Rivers which offer unmatched outdoor opportunities for visitors.

Along with numerous outdoor experience opportunities, the area represented by the Beaverhead Chamber also is home to ghost towns (Bannack State Park) historical landmarks (Lewis and Clark Trail, and Beaverhead Rock) that help to tell the rich history of Montana. Bannack State Park is being called out this year as one of our premier state parks. We will be sure to draw attention to it on all of our creative in order to piggyback on the Park Service push.

Our opportunities lie in the ability to communicate all that Dillon MT has to offer to the visitor. We are working to develop several resources for the visitor in print and online. These resources will show day trips in our area, scenic tours, as well as describe the recreational opportunity available here.

The Dillon CVB is located in Dillon, but serves some of the most spectacular unspoiled nature and more than 8 smaller towns that each serve as gateways to our natural wonders. Each of the towns served by the Beaverhead Chamber of Commerce also offers lodging, camping and other hospitable accommodations. In total, the Dillon CVB aligns with the following Montana brand pillars:

- more spectacular unspoiled nature than anywhere else in the lower 48.
- vibrant and charming small towns that serve as gateways to natural wonders.
- breathtaking experiences by day, relaxing hospitality at night.

Optional: Include attachments here

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

The Dillon CVB plan addresses the three phases of the travel decision process accordingly:

Inspiration: All of our marketing efforts are focused on inspiring exploration of our area. From our mobile app, to our up and coming website, print advertising and focused on enticing the visitor to explore. Any opportunity that we have to inspire (via location packets, newsletters, advertising, etc.) we will include the mobile app and our website address as an additional resource to inspire visitors to explore Beaverhead County.

Orientation: Our efforts will be focused on providing a complete resource for the Dillon MT visitor. This will be done through multiple avenues; mobile app, website, print material. We are focused on making all of our resources a one-stop experience for our region (Beaverhead County) to provide ample information to our visitors specifically in the following ways:

1. Full listing of available lodging
2. Full listing of available food and restaurants
3. Full listing of business services
4. Full listing of tourist destinations, routes and events
5. Informational opportunities created by locals - which has been proven to drive room nights to the area (i.e., fishing reports, local art and crafts fairs, articles with local poets, authors, historians, industry leaders, etc.)
6. Up-to-date and constantly evolving community calendars
7. Full listing of other organizations and entities that offer value to the visitor's experience in Beaverhead County
8. Maps, routes and local information on how to best access sites of interest
9. Full listing of shopping opportunities
10. List of adjacent tourist destinations to encourage further travel into Montana

By providing these 10 (and more) orientation keys, our plan will provide the necessary orientation opportunities for prospective visitors to choose Dillon and Southwest Montana as their destination and to also facilitate the visitor's planning and preparation process.

Facilitation: Through the use of collateral (both printed and downloadable via our mobile application), networking and social media, the Dillon CVB will facilitate intentional visitors (those who planned to visit Beaverhead County) and unintentional visitors with the opportunity to easily locate points and facilities of interest.

Further marketing will facilitate visitors with maps, phone numbers, websites, calendars and other essential utilities that will facilitate an exceptional experience in Southwest Montana.

In addition to printed collateral and the mobile application the Chamber will use the CVB designated funds to provide an unmatched visitor's center experience for travellers who wish to stop in a physical location and access visitor information. This will include having trained, knowledgeable staff and printed materials to provide collateral that enhances the experience and further facilitates the visitor's experience in Beaverhead County and into Southwest Montana.

Optional: Include attachments here.

3. Who is your market?

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

Seasonal Traffic: Primarily, Canadians who travel through Montana via I-15 in the Fall and Spring seasons. This demographic generally seeks fuel and refreshment in Dillon businesses and provides a great opportunity to inspire spontaneous adventure or to inspire a future planned trip to the region. This market can be motivated by access to sites of interest and convenient travel route alternatives that allow for discovery of points of interest. This market will also be motivated by access to accommodations.

The Geo Traveler: This market travels to Beaverhead County for unmatched outdoor opportunities. From hunting, fishing, hiking, skiing, ATViing, panning, horse riding, etc., this market comes to Beaverhead County to recreate and take advantage of our access to public lands. This market can be motivated by providing trails, trail opening dates/conditions online and providing them with resources from locals that keep the market informed of the status of river conditions, snow conditions and other outdoor related information that can be easily made accessible via a mobile application.

Heritage/Cultural Enthusiasts - This market consists of individuals 35+ years of age who enjoy learning about western history and culture. In our area we draw visitors from Virginia City, Nevada City, Bannack, two hot springs and the Big Hole Battlefield. In this market, we are currently set to provide more facilitation than inspiration relying on Southwest Montana's marketing for that part this year.

b. What are your emerging markets?

Western Art: Dillon is an agriculture powerhouse and with that comes a rich heritage of Western culture. Increasingly, Beaverhead County is becoming a home for Western art. From life-size bronze statues placed throughout Dillon and a custom boot shop, to a world-known saddlery that specializes in Buck Brannaman saddle culture of the West is being represented through local and regional artists in a variety of mediums. This increase in art is placing Dillon and Southwest Montana on the map for art buffs and Western history enthusiasts. We will collaborate with this movement to further establish Dillon as a destination for these target markets using our marketing application and the marketing that is in conjunction with that effort.

Recreational Hiker: The Dillon area has an expanding trail system that surrounds the town and provides opportunities to walk or bike the perimeter of the city. This system provides opportunity for tourists to spend down-time discovering and exploring the area while staying close to the merchants and restaurants in Dillon. In 2015, a pedestrian friendly intersection will be constructed in a major intersection in Downtown Dillon. This area will be a great place to communicate with this target public.

Agri-Tourism: This is a market that the Dillon CVB has not specifically targeted in the past. While we have conducted very similar activities that may seem to be agri-tourism categorically, the Chamber was not necessarily planning these events with agri-tourism in mind, rather these events are culturally and traditionally. While planning these events and opportunities in the future, the CVB will use the resources available that help to define the agri-tourism market and how to best communicate with this market.

c. What research supports your target marketing?

Seasonal Traffic: Though it may be partly anecdotal, it is well-known that seasonal traffic uses the I-15 corridor to travel from Canada to warmer winter destinations. Traffic is estimated at 12-15,000 vehicles per-day (according to Idaho Department of Transportation, nearest estimates to Beaverhead County).

The Outdoorsmen/women market: According to the Beaverhead County Atlas (produced by Beaverhead County, Montana FWP and Future West) in one year accounted for \$6.9 million in local economic activity from non-resident participants and fishing accounted for \$17.5 million in local economic activity from non-resident participants.

According to 2013 ITRR: Dillon report:

The top 11 non-resident activities were: Scenic Driving, Nature Photography, Wildlife Watching, Day Hiking, Car/RV camping, Recreational Shopping, Visiting Cultural Historical sites, Visiting Museums, Visiting Lewis and Clark sites, Fishing/fly fishing, Attending Festivals/Events

89% of the 1,396,552 visitors in 2013 were equipped with wireless technology.

According to the 2014 ITRR Data - visitors spent \$67,020,000 in Beaverhead County.

Optional: Include attachment here.

4. Overall Goals

Goal One: To increase availability of visitor and business specific information.

G-1 Objective One: To have a fully functional and integrated website and mobile application dedicated to tourism and recreation.

G-1 Objective Two: Increase restaurant and hospitality information available to visitors by 50% by December 31, 2016

Goal Two: To establish the Dillon CVB (Beaverhead Chamber of Commerce & Agriculture) as the community source of information for events.

G-2 Objective One: Have all events applicable to tourists on the mobile application and website by December 31, 2016.

G-2 Objective Two: Continue to offer & improve the services of our Visitor's Information Center by increasing operating hours with a VIC staff for summer season.

Goal Three: Build an audience for new website.

G-3 Objective One: Build and launch our website starting fall of 2016. All warm season advertising for 2017 will include our new website address.

G-3 Objective Two: Collect data from the online traffic directed to our website (address pending)(www.beaverheadchamber.org) & mobile app from Google Analytics & Facebook Targeted Marketing, analyze our strategy as to its effectiveness & correct any inadequacies.

G-3 Objective Three: Increase downloads by 10% month-over-month after launch of mobile application.

Optional: Include attachments here.

5. Joint Venture Opportunities

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

If the state did a promotion for Bannack State Park we would be happy to participate. This is a gem for our area and we would love to see this better promoted. We would like to look to the Park to Park tours, as well as Bicycling routes through our area.

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

Our most beneficial Joint Ventures for the coming year would be with Southwest Montana. We are looking to host a FAM type event with an online influencer to benefit both Dillon and Southwest Montana.

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

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
Consumer	Website/Internet Development/Updates	Yes	We will be building a website this fall for Dillon MT. We will also be starting a Visit Dillon MT facebook page.	Research supports the fact that consumers are doing their research online and we do not currently have a resource available for them.	We will be building a website this fall. We will be working with MOTBD for both production and hosting of this website. Any allocated funding will be only for additional photos if necessary.	We will be able to track information on our website, showing hits and interaction. We will also be able to track our successes on facebook with likes etc.		\$3,000.00	No

					We will also be starting a Visit Dillon MT facebook page. With this forum, we can interact better with potential visitors, and offer last minute details of events in Dillon MT etc.				
Consumer	Joint Ventures	Yes	We are working to team up with Southwest Montana to invite a social influencer on a FAM trip through both Southwest Montana and Dillon.	http://www.foodandthefabulous.com/featured-articles/how-travel-bloggers-influence-your-travel-decisions/	With our extensive hiking and biking opportunities, this is the low hanging fruit of markets we should be targeting. If we can get someone in this area that can properly pitch the opportunities in Dillon MT we will see growth in that market.	We will be able to view posts, and use photography from our guest in Dillon. The number of posts will be decided prior to bringing them in.		\$5,000.00	No
Consumer	Print Advertising		We will continue to advertise in the Southwest Montana Travel Guide.		All of our print advertising will include information on both our website and our mobile app for easy exploration by our potential visitors.	There will be opportunity from our ad to visit our website, download our app, or request our local travel guide.		\$2,500.00	No
Consumer	Printed Material		Tear off maps Beaverhead County Hiking Maps Printed Loop Tours - scenic drives etc		All of these materials will be available at our visitor's center. Our tear off maps will be a quick, valuable resource for the visitor, with points of interest marked clearly on the map. Hiking maps - we may be able to access what we need through the	We will know at the end of the summer season from our Visitor's Center Staff if these items were well received.		\$3,000.00	No

					trails coalition. Loop Tours are an item that we will have created for our website, and printed for the visitor should they arrive at our visitors center.				
Marketing Support	VIC Funding/Staffing /Signage		We will be staffing our visitors center this summer as well. With this funding we will be able to offer our visitors center - staffed throughout the summer months. Last year we tracked nearly 600 visitors through our visitors center. With properly trained staff, we could generate additional interest in the attractions we have to offer.		Visitors still prefer a one on one option to learn about our area.	We will continue to track our visitor's center traffic. Our goal would be to increase our visitors center traffic through advertising, and make it a more comprehensive experience with our printed material.		\$4,500.00	No
Marketing Support	Fulfillment/Telemarketing		Administration - postage for visitor fulfillment packets etc					\$4,000.00	No
Marketing Support	Opportunity Marketing		We will set aside \$2000.00 for miscellaneous marketing opportunities in our area.			A detailed explanation of the use of these funds will be provided as items come up.		\$2,000.00	No
Marketing Support	Administration	No	We would like to purchase a computer for our visitor's center. This will be used by our Visitor's Center Staff to research additional information about opportunities in Dillon. This will also be used to		The visitors center staff person will be able to research with the visitor here additional information.			\$1,800.00	No

			purchase miscellaneous items for the Visitor's Center - paper etc.						
									\$25,800.00

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded b
Consumer	Printed Material	\$3,000.00	
Consumer	Print Advertising	\$2,500.00	
Consumer	Website/Internet Development/Updates	\$3,000.00	
Consumer	Opportunity Marketing	\$2,000.00	
		\$10,500.00	
Marketing Support	VIC Funding/Staffing/Signage	\$4,500.00	
Marketing Support	Fulfillment/Telemarketing	\$4,000.00	
Marketing Support	Joint Ventures	\$5,000.00	
Marketing Support	Administration	\$1,800.00	
		\$15,300.00	
		\$25,800.00	

Miscellaneous Attachments

File Name	Description	File Si
CVB Pie Chart.xlsx (13 KB)	2017 Budget Pie Chart	13 KB

Reg/CVB Required Documents

File Name	Description	File Si
CVB Documents.pdf (110 KB)	CVB Documents	110 KB

Ret