

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 **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.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

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#### 41744 - FY17 Region/CVB Marketing Plan - Final Application

**44610 - FY17 Glendive CVB Marketing Plan**  
**DOC Office of Tourism**

<b>Status:</b>	Under Review	<b>Original Submitted Date:</b>	05/17/2016 12:13 PM
		<b>Last Submitted Date:</b>	06/03/2016 3:08 PM

### Applicant Information

#### Primary Contact:

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\*  
**City:** Glendive  
**State/Province:** Montana  
**Postal Code/Zip:** 59330

**Phone:\*** 406-377-7792  
 Phone  
 ###-###-#### Ext.

**Alternate Phone:** 406-939-3753

**Fax:** 406-377-8132

**Comments:**

### Organization Information

**Name:\*** DAWSON COUNTY ECONOMIC DEVELOPMENT COUNCIL

**Organization Type:** Non-Profit Organization

**Organization Website:** www.dawsonedc.com

**Address:\*** 808 N MERRILL AVE

\*  
**City:** GLENDIVE  
**State/Province:** Montana  
**Postal Code/Zip:** 59330-1835

**Phone:\*** 406-377-7792

**Ext.:**

**Alternate Phone:**

**Fax:** 406-377-5602

**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?*

Nestled between Makoshika State Park and the Yellowstone River, Glendive offers an exciting and diverse array of activities and sites for travelers to enjoy. Whether it is hiking Makoshika State Park, hunting for the various animals or looking for agates along the river, the things to do are only limited by your sense of adventure.

Glendive and its surrounding area encompass some of the most diverse scenery from the rolling hills of the cattle and farm lands and the meandering Yellowstone River to the incredible badland beauty right here in our backyard, Makoshika State Park.

Seekers of Historic Adventure could find few places with as significant historic sites such as the Hagan Site; dinosaur and archeological digs in the bad lands or fishing for trophy prehistoric paddlefish. Glendive has many unique draws for the Geo Tourist, it is our hope to better market these opportunities.

Potentially one of the greatest strengths is location, location, location. With easy access from all directions, Glendive is located in the middle of a hub with almost equal distances from Billings; Bismarck, ND, Rapid City, SD; and Regina Canada. Right on Interstate 94 and a major hub for BNSF, Glendive is the gateway to the Bakken that has made Glendive a logistical stopping ground for many business travelers, other strengths include:

- Makoshika State Park
- Yellowstone River boating and fishing
- Intake Diversion Dam -paddlefishing
- 2 Museums
- On the Dinosaur Trail - one dino museum, one history museum also featuring dinosaurs and Makoshika State Park home to Triceratops
- Hunting
- Transportation hub -On Interstate 94, connect with Highway 200, Highway 16 North, CapeAir to Billings 2/day \$52, and bus service
- Entrance to the Bakken - business traveler
- Unique shopping including quilt shop rated as one of top 10 in USA
- The Retro Theatre

With the change in the economic climate right now in Glendive the opportunities for tourism have increased in many areas including:

- Large increase in hotel options
  - Glendive expanded to over 500 rooms with the construction of new hotels
  - The expansion gives us the opportunity to host larger events; basketball tournaments, All School Class Reunions, Regional Highschool and College sporting events
- Ability to have conventions
  - Many venues for large events including- Dawson Community College, Eastern Plains Event Center, Moose Lodge, Makoshika State Park, Dawson County Fair Grounds
- Makoshika State Park
  - With increased awareness tourists can see all the park has to offer
    - Biking, hiking, Folf, Ampatheater, Lions Camp, bird watching, camping, sight-seeing, photography
- Sporting Events
  - Glendive have 9 total indoor basketball courts DCHS 2750 seating capacity, DCC 2000 seating capacity
    - Currently hosting Makoshika Tournament brings in about 100 teams for the weekend
  - College baseball and softball fields
  - New tennis courts(10)
  - Numerous baseball and softball fields

- All weather rubberized track and artificial turf football field completed in 2015. **A \$1.5 million project funded by a local philanthropist.** College and Universities in Montana and North Dakota have expressed interest in hosting track and field events in Glendive.
- Bakken - The energy production has decreased in North Dakota and Montana. This has had a direct effort on the business travelers in this region. During this time the community is focused on other events to enhance the business travelers stay.

Along with the opportunities brought on by the economic climate are some challenges such as our hotels, even with the newly constructed hotels are full during the week but the weekends have vacancies. This is certainly an unusual situation that most other travel areas do not see. However, it affords the opportunity to orient new travelers and new locals to all the area offers with respect to tourism. It also affords the challenge to market to conventions and event travel, other challenges include:

#### Challenges

- Other towns close by becoming more attractive
- Visitors thinking we are full because of the energy boom
- Deteriorating downtown area
- Limited chain establishments; shopping, eating
- Limited number of restaurants
- Airlines- 2 daily flights to Billings but not other destinations

#### Brand Pillars

- Spectacular Unspoiled Nature - Makoshika State Park - Yellowstone River
- Vibrant and Charming Small Town - Bell Walking Bridge - Walking Trails - Yellowstone River Boating and Fishing
- Breathtaking Experience By Day and Hospitality By Night - Beer Jug - Charlie Montana Bed and Breakfast - Lions Youth Camp in Makoshika Park; A-Frame and cabins - Makoshika State Park Ampetheier - The Retro Theatre - Skate Park - Tennis Court - Golf Course and Club House - Horse Back Riding - Agate Hunting - Fossil Digs

[Optional: Include attachments here](#)

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

**Inspiration:** The main aspect of our marketing plan focuses on giving Glendive a brand that invokes action to induce involvement in all the areas of interest to travelers. For inspiration we will have pictures of our unique land and activities such as our hiking trails, new splash park and partnerships throughout the state to bring useful content of our area to the minds of travelers. Through this branding Glendive will work with advertising opportunities to present our area as part of the Visit Montana Story.

**Orientation:** Once the traveler has decided to visit Montana, this is the time where Glendive can become a place of interest. As they search for areas in Montana and ways to travel around our great state, through our website, [www.visitglendive.com](http://www.visitglendive.com), we will give the traveler access to information they need to plan their trip from start to finish. The website includes attractions, eating establishments, hotels and more to entice travelers to spend time in Glendive.

**Facilitation:** Once the visitor is traveling through Montana, our goal is to get them off the highway and visit our unique town and state park. Through advertising our attractions and bringing Glendive to the mind of traveler it is our goal to entice them to visit Glendive. This is where we expect to shine. Research shows that over 93% of visitors to Montana bring electronic devices with them. By having a complete view of Glendive

through our Visit Glendive site we will show our visitors what is available in Glendive, how to get there and what is unique about it. The use of both Facebook and the Visit Glendive website will help facilitate the visitors to get the most out of their Montana experience.

To accomplish this our main goal will be to have a cohesive marketing for Glendive. Through print, billboard and social media we will be encouraging visitors to, "Visit Glendive", "Dive into Glendive" and to "Discover Adventure, Discover Glendive", and experience all we have to offer.

Through this action statement it is our plan to give the visitor an interactive experience with the Glendive area by the array of activities they can dive into, including, Makoshika State Park, Paddelfishing, Yellowstone River, agate hunting, open spaces, photograph, golf, hiking, biking and much more.

**Optional:** [Include attachments here.](#)

### **3. Who is your market?**

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

Our focus market will be on four distinct demographics of visitors.

##### **1. The Business traveler**

With our proximity to the Bakken, Glendive has already seen a huge upswing in business travelers. Currently our hotels are seeing a decrease in occupancy during the week day of business travelers. However, the holiars are seeing an increase in other business travel, family and friends.

This consists of people here to work the energy industry, those looking to develop in the Bakken area and those looking for work in the area.

Glendive has the unique position of being the Gateway to the Bakken, while still keeping away from the boom feel and keeping the small town charm. The business traveler is a great filler for our weekday hotels and then on the weekend we increase the chance of their families coming to visit. With the large increase in hotels in our area we can cater to this demographic supplying services to them and meeting places. The increase of hotels also gives Glendive the ability to host conventions for businesses that are already in the area.

##### **2. The Repeat Visitor**

Montana statistic shows that 76% of visitors that come to Montana are repeat visitors. These visitors have seen the main sites of Montana (Yellowstone and Glacier), and are looking for other Montana adventures, that is where Glendive can shine, as the home to the largest state park in Montana, Makoshika, Glendive has the opportunity to show repeat visitors another side of Montana. Through our advertising and marketing efforts we will show the adventures that await on the eastern side of the state.

##### **3. Visitors to Yellowstone**

With over 3 million people visiting Yellowstone National Park every year, a great many of them pass by Glendive on their way to the park. As a days drive from Yellowstone and from Minnesota, Glendive is a great stop/night stay for those who seek to experience the area. With Makoshika State Park in our back yard we are a natural fit for the Geo tourist that wants to experience the Badlands.

##### **4. Dinosaur Crazy**

Glendive is already featured on the Montana Dinosaur Trail with a national creationist museum and the state park with many dinosaur bones and fossils including a triceratops. Many museums and universities feature summer digs here. Other dinosaur activities are within 2 1/2 hours of Glendive.

Psycho-graphic market- Our main marketing for this area are those people that want to experience adventure and be hands on with nature. The

person who has the, "I want to try that", attitude. Whether it is trying to snag a prehistoric paddlefish or just driving, running or hiking the switchbacks in Makoshika, these travelers have the personality for adventure and discovery.

Geographic Market-For this year we will be focusing on the midwest area and travelers who can drive on I-94.

#### ***b. What are your emerging markets?***

##### **1. Team Sports Enthusiasts**

Glendive has a new all-weather rubberized track and artificial turf football field donated by a local philanthropist. The field is ready for the 2015 football season. It would be a perfect location for the MT -ND football rivalry. Our present rubberized track has been rented by other nearby towns to host their class track meets. Glendive had the facilities and now the lodging to host major tournaments or competitions whether it's youth or college baseball/softball, basketball, volleyball, tennis or wrestling. It has hosted the Makoshika Youth Basketball tournament with 100 plus teams for 22 years.

2. Mountain Biking - transcontinental bikers are diverted off the highline because of the truck traffic in the Bakken. Makoshika hills offers challenging mountain biking and the potential to expand like the 120 miles of mountain biking trails like Maah Daah Hey Trail in the ND rugged badlands.

3. Hiking - We have trails along the Yellowstone River at Black Bridge Fishing Access. Cartographer Mike Madler has completed a map of the trails in Makoshika Park. Glendive is working on developing more trails but just completed "Gateway to Makoshika Trail" and the state park will continue the Paramount Trail to the state park campground. There are 4 miles of improved trails and 10 miles of primitive trails in the park.

4. Local Food Entrepreneurs- a local group has been working on "farm to table" for many years. They have a facility for cooking classes in a commercial kitchen. The county extension agent offers regional training on high hoop tunnels to extend the growing season, offers a Saturdays Farmers Market in addition to a Friday 10AM market. A commercial kitchen will soon to be available for local food entrepreneurs to rent in addition to a Farm to Table Store featuring local, natural and organic and allergy sensitive foods which many urban travelers expect to be available.

#### ***c. What research supports your target marketing?***

##### **Business Travelers:**

Right now the business traveler is the low hanging fruit. According to local hoteliers over 90% of the weekday travelers are business people coming for work on the Bakken. Currently Glendive has had 5 more hotels built in the past couple of years. This will exponentially increase the capacity that Glendive has for travelers. Currently the majority of the energy companies are requiring employees to stay within 125 miles of where they are working. Glendive is situated in such a way that we are within travel distance for the majority of the Bakken including, Williston and Dickinson.

##### **Repeat Visitor:**

Montana statistics shows that 76% of visitors are repeat visitors to Montana. Montana travel research also shows that 31% of non-residents responded that they would look at out of the way places if they were advertised and given specific information about the attraction. 12% stated more quality signage would make them take an alternative route or stop on their route.

#### **Visitors to Yellowstone:**

According to the most recent data from the Office of Tourism, 2.15 million people visited Yellowstone, during the 3rd quarter of 2009 5% of nonresident visitors to Montana entered east via I-94 interstate. This means that 234,000 people passed by Glendive along I-94. Data also shows Minnesota is one of the major place of origins for people visiting Montana.

#### **Dinosaur Crazy:**

In 2013 Makoshika Dinosaur Museum had 1,868 visitors with 776 of them being out of state visitors. The visitors were impressed with the displays for such a small museum and are open all year long with regular hours of operation. With such an increased interest in dinosaurs Dawson Community College will be having a Paleo-geology class.

**Optional: Include attachment here.**

#### **4. Overall Goals**

1. To increase awareness of Glendive as a tourism destination
2. To promote the unique adventures available in the Glendive area
3. To increase traffic to the Visit Glendive website by 50%
4. To inform possible visitors Glendive does have hotel vacancies

**Optional: Include attachments here.**

#### **5. Joint Venture Opportunities**

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

Being very new to these opportunities Glendive CVB would be very interested in looking at any co-ops which would increase our visibility and promote our goals.

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

This year it is our goal to learn about the opportunities available and see what would be a good fit for our organization. MDOT will assist us in enhancing the Visit Glendive website. We will continue to work closely with the MDOT on a photo library, partnership and assistance.

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

This is our third full year so we are still very interested in seeing what other CVBs have done and what has been successful.

Optional: Include attachments here.

**Include pie chart here.**

[CVB Budget Pie Chart 2017 ck.pdf](#)

**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
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Consumer	Website/Internet Development/Updates	Yes	<p>Glendive and Dawson County have been working to prepare our communities for the travelers and tourism. The Building Active Glendive committee has developed walking and biking trails in the community along the Yellowstone River, around the city and in Makoshika State Park. The City of Glendive is working in collaboration with several non-profit organizations to apply for grant opportunities to fund a strategic plan. This plan will focus on revitalizing the community to attract economic development and the traveler. The formation of the TBID has helped to promote local events outside of the community, attracting visitors while putting heads in beds. Our action phrase will be used to engage people to become part of the adventures we offer in Glendive. The billboard CVB &amp; TBID collaborated on this past year has been a positive factor in the community. We have received positive comments from travelers who are staying in our local hotels. The I-94 billboard has helped pull the travelers off the interstate into the community and into Makoshika State Park. Wayfinding to the park is the 'dinosaur foot print', very similiar to our new Glendive logo.</p> <p>Website enhancement is a high priority for this year to help attract the travelers to our area. I plan to work closely with a a new website developer to assist me in enhancing the current</p>	<p>Research supports the value of a destination website which is now fully responsive for smartphone and tablet devices, and reflects a clean, classy and easy to navigate design interface. I hope to work with www.weebly.com or www.dudaone.com to update our current website. However, I need to work with GoDaddy to get out of our current contract agreement.</p> <p>Eye catching imagery is critical in attracting the traveler; pictures are better than words.</p>	<p>Increasing awareness of Glendive's attractions to visitors driving by on their way to Yellowstone Park and Glacier Park will help increase stays in Glendive. Also information driving the visitor to our website will help them find attractions of interest in our area during their vacation.</p>	<p>The views on our website will measure success.</p>	\$5,000.00	No
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			VisitGlendive.com website and VisitGlendive Facebook page.						
Consumer	Social Media	Yes	<p>Facebook, Twitter and Instagram, just to name a few have become staples for the visitors that want to experience Montana. Studies show that over 76% of visitors to Montana have electronic devices with them. Glendive is ready to become part of the social media arena and we will be begin using these social media options this year.</p> <p>Using our Visit Glendive brand and Glendive logo we want to begin a marketing campaign to attract more visitors to this region. Our goal is the visitors will spend the night, visit the park, shop in our stores and dine locally.</p>	Facebook is the largest social media site with over one billion users.	With the increase in use of social media to receive information, we plan to use social media to drive visitors to our website. Social media is an inexpensive way to direct visitors to points of interest, increase awareness of points of interest and also gives good visual sights to increase interest.	We will measure the success of our social media through Facebook views, likes and shares. Based on this success rate we will tackle the other media arenas.		\$2,000.00	No
Consumer	Online/Digital Advertising	Yes	<p>The promotion of events/activities/wide open spaces is one or more forms of electronic media will help promote Montana border to border.</p> <p>Photography has been identified as a great marketing tool. We will use professional photographers to capture the beauty on eastern Montana. These photos will be posted on Facebook and website.</p> <p>Facebook and website banner advertising will be used to promote Visit Glendive. We will work with local businesses, Glendive Chamber, Makoshika State Park, local non-profits to help promote events/activities</p>	The Montana Office of Tourism promotes digital marketing and supports the fact travelers search the web for travel information more now than in the past.	Travelers typically search the internet first when planning trips and vacations.	We will rely on the University of Montana Tourism data to identify the increase in travelers to this region. In addition, local lodging stays will assist in measuring the success of digital marketing. Our local hotels are working closely with us to track travelers stays; why are they staying in		\$3,000.00	No

			<p>/attractions in this region. Plans are to boost the Visit Glendive page to help promote events and reach more travelers.</p>		<p>Glendive and what brought them to Glendive.</p> <p>Event organizers will be asked to track the number of attendees and where folks traveled from to attend events in Glendive.</p>				
Events	Print Advertising	Yes	<p>Glendive is working to show organizers of events and conferences that with the large increase of hotels we now have the room and ability to host large events. We are facing several obstacles. Among those people aren't aware that there are vacancies in our town or that we have excellent venues for large gatherings. It is also not widely known we have caterers and other hospitality professionals are willing to help produce a large event.</p> <p>This region in lacking printed material to use to entice the travler to stay and bring their families. Complimentary printed material is needed for local businesses, Chamber of Commerce, Dawson Community College to give out to visitor, families and friends.</p> <p>Our goal is to promote VisitGlendive.com outside of this region in the collaboration with</p>	<p>The Institute for Tourism research shows that 28% of nonresidents visiting Montana are here for events or business purposes.</p>	<p>By helping large events advertise we will be bringing more people to Glendive and also showing potential event coordinators that we can handle larger events.</p>	<p>We will measure success of the advertising in two ways</p> <ol style="list-style-type: none"> <li>1. Increase in attendance for events advertised</li> <li>2. Increase in larger events happening in Glendive</li> <li>3. Increase in number of hotel stays</li> </ol>	\$3,000.00	No	

			<p>VisitMontana marketing ventures. We are also working with Medora, ND Chamber of Commerce and CVB to create a joint venture marketing plan.</p> <p>CVB Board will work to acquire quality photographs to build a good photo library. Photo's will be used on the website and printed marketing material.</p>						
Marketing Support	Opportunity Marketing	Yes	<p>This money will be used when opportunities become available during the year to attract folks to Montana. We are working with the Medora Chamber of Commerce and CVB on cross promotion opportunities.</p>		<p>Leaving this money for opportunities that come up will give Glendive CVB some money to use where we see it will be most effective.</p>			\$3,000.00	No
Marketing Support	TAC/Governor's Conference meetings	Yes	<p>This money will be used for travel to the TAC and Governors conference meetings to help the staff learn more about both the CVB and the States objectives.</p>					\$1,000.00	No
Marketing Support	Administration	Yes	<p>Marketing administration support for Dawson County Economic Development to manage funds, support CVB Board of Directors, and provide office.</p>					\$4,000.00	No
Marketing Support	TAC/Governor's Conference meetings	Yes						\$1,000.00	No
								<b>\$22,000.00</b>	

**Marketing Method Budget**

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Billboards/Out-of-Home	\$0.00	\$0.00

Consumer	Website/Internet Development/Updates	\$5,000.00	\$0.00
Consumer	Online/Digital Advertising	\$3,000.00	\$0.00
Consumer	Joint Ventures	\$1,000.00	\$0.00
Consumer	Travel/Trade Shows	\$0.00	\$0.00
		<b>\$9,000.00</b>	<b>\$0.00</b>
Events	Print Advertising	\$3,000.00	\$0.00
		<b>\$3,000.00</b>	<b>\$0.00</b>
Marketing Support	Administration	\$4,000.00	\$0.00
Marketing Support	Opportunity Marketing	\$3,000.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,000.00	\$0.00
Marketing Support	Social Media	\$2,000.00	\$0.00
		<b>\$10,000.00</b>	<b>\$0.00</b>
		<b>\$22,000.00</b>	<b>\$0.00</b>

**Miscellaneous Attachments**

File Name	Description	File Size
<a href="#">CVB Budget Pie Chart 2017 ck.pdf (386 KB)</a>	Glendive CVB Budget Pie Chart	386 KB

**Reg/CVB Required Documents**

File Name	Description	File Size
<a href="#">Required Documents 2017.pdf (1.4 MB)</a>	Required Documents	1.4 MB

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