

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 **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.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

43979 - FY17 Miles City CVB Marketing Plan
DOC Office of Tourism

Status: Under Review

Original Submitted Date: 05/05/2016 2:52 PM

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Applicant Information

Primary Contact:

Name:*	Mr.	John	Joseph	Laney
	Salutation	First Name	Middle Name	Last Name

Title:

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Address:* 511 Pleasant Street

*
Miles City Montana 59301
City State/Province Postal Code/Zip
Phone:* 406-234-2890
Phone ###-###-#### Ext.
Alternate Phone 406-853-3232
Fax: 406-234-6914
Comments:

Organization Information

Name:* Miles City Area Chamber of Commerce
Organization Type: Non-Profit Organization
Organization Website:
Address:* 511 Pleasant Street

*
Miles City Montana 59301
City State/Province Postal Code/Zip
Phone:* 406-234-2890
Ext.
Alternate Phone 406-853-3232
Fax: 406-234-6914
Email address milescitychamber@milescitychamber.com
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?

Miles City CVB includes Miles City and the area surrounding the city limits for approximately 50 miles.

The Miles City Area consists of badlands, flatlands, and rolling hills. The badlands cover the area to the east of Miles City all the way to Terry Montana. These badlands include the Calypso Trail and the Scenic Drive. The rest of the area around Miles City is a mix of flatland and rolling hills. Unusual sandstone formations make for interesting subjects and wonderful backdrops for photographers, bird and wildlife observers and those that just want to more deeply appreciate the effects of nature over time on these soft and ever-changing soils. The flatland in the area is proving to be very fertile soil able to sustain many types of agricultural crops as well as being home to many forms of livestock. The area is also the perfect home for many wild animals such as deer, antelope, elk, pheasants, and grouse that make it a hunter's paradise. Miles City is located at the confluence of the Yellowstone and Tongue Rivers. These rivers, unique from the pristine trout streams of the western part of Montana, are known worldwide for their abilities to support other species such as catfish, paddlefish, sturgeon, sauger, walleye, northern pike, and bass. The rivers and their tributaries are also home to a large and varied bird population such as Canadian geese, ducks, cranes, pelicans, as well as aquatic mammals. The Yellowstone River is also a hotbed for agate hunters. Miles City is one of the best places to find Moss Agates, only found on the free flowing Yellowstone River.

Miles City offers countless opportunities for the outdoorsman that just wants to hike or boat. Arm yourself with a camera and you will witness things beyond imagination. Birders will see many species of birds from the wild canary all the way to the bald eagle. It is not unusual to come upon Indian artifacts as you hike. The Miles City area was home to many of the greatest Indian encounters in history. Fort Keogh, just west of Miles City, was originally a remount station for the cavalry during its early days. General Custer left out of Miles City on his trek to the Little Big Horn. It now houses the Fort Keogh Experimental Station which is a world class center for agricultural experimenting. The Fort has produced its own breed of cattle (The Line 1 Hereford) as well as produced range grasses that thrive in our climate as well as in other parts of the world. Miles City also offers one of the premier Old West Museums in the country. The Range Riders Museum opened in 1939 and has grown into a complex of 11 buildings housing everything from dinosaur bones to Indian headdresses. The Waterworks Art Museum is also a pillar of tourism in Miles City. Housing many great shows, including the Western Art Roundup held during The World Famous Miles City Bucking Horse Sale, brings a unique visitor to our community. The Ursuline Convent and the National Historic District brings the rest of our history to the forefront. Walking tour and "Ghost Tours" have proven to be special ways of bringing Miles City's history to life for our visitors.

Miles City is also at the crossroads of the highway system in southeastern Montana. Interstate 94 passes in an east/west route intersecting Montana highway 59 heading to Jordan north and Broadus to the south. A recent addition of pavement connecting Terry to Brockway has also made travel from Highway 2 a much easier process. As the medical and retail hub of the area we play host to several functions such as tournaments, regional meetings, expos, clinics and workshops. Miles City now has a small convention area that has also become a huge draw for our community. This facility added to the Fairgrounds and Miles Community College gives us the ability to host multiple events at the same time, a situation we have never had before.

Miles City is proud of its ability to promote many events, but our flagship event is, and will always be, The World Famous Bucking Horse Sale held the third full weekend in May. This event dubbed the "Cowboy Mardi Gras" brings in people from every U.S. state as well as several foreign countries doubling our population for four days. You only have to mention Miles City anywhere and the next comment will be the bucking horse sale.

Throw in some other events and not only do we give entertainment to the community but we bring business to Miles City and also make our people aware of the importance of tourism.

Miles City is not without its challenges though. Miles City suffers from a lack of public transportation. Miles City recently lost its Essential Air Service, leaving us without any public air service what so ever. We are currently recruiting a fixed base operation, but it is a difficult process and a huge investment for a private company. This situation is by far our biggest challenge to date and also our biggest focus.

The west interchange is another issue we are addressing. This exit is out of town a couple of miles and isn't very offering at night. This is the entrance to Miles City that is a direct route to the Range Riders Museum, The Waterworks Art Museum, as well as the Historic District and Historic Main Street. We are looking to light this byway as well as push MTDOT for more signage.

It is always interesting that our challenges seem to always be our greatest opportunities. Air service into Miles City will reopen a door that will drive people into our community as will a more inviting entrance into our downtown. We are currently assessing the impact of the slowdown in the Bakken as well as the threat of the stoppage of coal mining. We can see it starting but we have not been able to see how bad it may get.

We will always be a gateway community on the way to the parks and we understand that. Making that work for all of us is the key. It is our goal to make a great first impression for visitors on the way to the parks and a lasting impression on their way home from there. We offer the other Montana they have seen and heard about and our doors are open for business.

[Optional: Include attachments here](#)

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

All of our marketing is designed to make people want to do something, even if that something is nothing. We will draw down on the great job that Montana Office of Tourism does in inspiring people to visit Montana. Montana is already inspiring enough, but the incredible photos and language they use set the table for us. We are fortunate in Miles City that the inspiration has been laid out over the years in movies, television, and radio. We are the old west and who didn't grow up wanting to be a cowboy or see the wild west. All we have to do is show visitors that we have that available for them. Couple that with the modern amenities and we have facilitated their needs. Using an event driven marketing approach is necessary to give the little extra draw that brings that orientation aspect to our process. Most of the things we do we make it easy for a visitor to put himself into the event. Nothing says old west or cowboy like The Bucking Horse Sale. Western music on the streets at night then put your boots and cowboy hat back on in the morning and take a nice drive in the country seeing the calves and lambs that litter the country side like a western movie. We also market doing nothing, nothing like walking along the river or out in the badlands. Things that we take for granted but to someone without that ability it is an event like they have never had before. You have given us three words that bring a call to action, we see this call to action happen when people see Miles City.

[Optional: Include attachments here.](#)

3. Who is your market?

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

Our target market as defined by ITRR would be the visitor that is driving from the east to the National Parks, making us a gateway community. I would agree with that as it coordinates with the states marketing. We have had great success with this approach and will continue to market accordingly. We see traffic to the parks as well as skiing and snowmobile traffic from that direction in the winter months as well. Other than the drive by market we also market to the people that have a fancy for the old west, the history buff that tracks Lewis and Clark, the native american history person, and that person that just wants to go somewhere and do nothing. Our quiet way and slow pace has a draw like no other. You can go

5 miles out of Miles City and not see another sole and still be back in town enjoying the best steak of your life in 10 minutes. Geographicly we would look for the eastern traveler to be one of our markets due to the fact that, as a gateway community to the parks the eastern traveler would need to go through here. We also will continue to market the Bakken. This is the true definition of low hanging fruit. We will team with Visit Southeast Montana on this approach. As far as the psycho graphic target market it would be the adventure seeker, the outdoorsman, the person wanting the western experience.

b. What are your emerging markets?

This year is going to be a very interesting year because what we startyed to see as our emerging market has left. We will always see the travelers heading to the parks and to the mountains, but we started to get a handle on the Bakken traffic and what they wanted for entertainment and relaxation just in time to see oil prices plunge and that group of people relocate. There is still some activity but not like it was. Research shows that this is cyclicle and we will see the growth return, but in the meantime we will fish for new avenues to keep our numbers favorable.

We have made our events very well known to the region and have seen bigger crowds and higher revenues since we have started this practice.

c. What research supports your target marketing?

We rely on ITRR for a good bit of our research. We utilize information given to us from the hoteliers to judge stays as they relate to events and promotions. As we have stated throughout this document we also have the luxury of being the Chamber and being involved with so many events that we can gauge the crowds. Also we hear back from our member businesses as to their perceived value of the events and promotions we participate in.

Optional: Include attachment here.

4. Overall Goals

Our goals for this marketing plan are to become more involved cooperatively with Southeast Montana Tourism as funds allow. Continue to increase visitors at local events. This is important to the economy of Miles City because we have people that started events based on the rise in the areas population and we need to keep hammering that market as well as others to sustain what we have created. It is very conceivable that we show 10% increases in every event with the exception of the Bucking Horse Sale Friday and Saturday due to room availability. We can still

push the Thursday and Sunday events as rooms allow. We can still push the whole weekend to camping and day travel.

Optional: Include attachments here.

5. Joint Venture Opportunities

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

We plan to participate with the MTOT as funds will allow. We look at MTOT, Southeast Montana, Miles City oportunities.

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

We plan to work with Southeast Montana Tourism as effective opportunities present themselves. It is very difficult to participate in very many coop. oportunities due to cost. We do have more money this year than ever before so it is something that we are certainly going to pursue.

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

We will participate as funds allow. We see some oportunities that will be of great benefit to our plan.

Optional: Include attachments here.

Include pie chart here.

[Doc1.docx](#)

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
Consumer	Print Advertising	Yes	We plan to spend \$3,000.00 for print advertising in the FY2016/2017. We utilize regional publications simply because the majority of locals run weekly and are mailed so they get very time sensitive. Also the coverage is so much better. We run in Billings, Bismarck, Williston, and Dickinson. This matches well with our radio presence in Spearfish because it covers all roads into Miles City. We will monitor per inch pricing and utilize our funds to the best of our ability.	The basis of our print ads are either event driven or keeping our name out there so it generally is a support piece for our radio ads. We often hear that visitors have heard and then saw hat brought them to our town. As was stated in the previous section we are at the majority of the events so we can monitor crowds and proper use of our ad funds. It is our feeling that we have to push events with the money we have and rely on the region and state money to bring them by our door. We have had great results with this plan.	Our print is a piece of a mixture of advertising that has proven to be successful. We have such limited funds that short blasts prove to be more effective than the longer image building approach. We are constantly learning about our market thanks to research provide to us but we have to also think on our feet when major things happen so it is nice to do rapid change advertising.	We are able to measure success by being on hand or actually being the event sponsor but we also have a relationship with most event and business people that word of mouth is extremely valuable. Another valuable tool is we have a very active outreach program with the Chamber so we can see people in the crowds or businesses that we know as well as know were they are from. This gives us a great snapshot of the success of our advertising.		\$3,000.00		
Consumer	Radio & Television Advertising	Yes	We plan to spend \$8,000.00 on radio advertising for the Fiscal year 2016/2017. We will do event advertising as well as general	Even with the slowdown in the Bakken we still will have a large segment of people that want to come to or stay in Miles City that can be reached by radio. Radio touches a	We have done regional radio advertising for some time and have found it extremely effective. We do	We are also fortunate to be the Miles City Area Chamber of Commerce office and somehow get		\$8,000.00	No	

			<p>invitation ads to Miles City. We have a great knowledge of the key events to advertise that will have the premier drive. These are the events that bring business and overnight stays to Miles City..The strengthen our economy and bolster the bed tax collections. The events that we will feature are the Main Street Beef Breeders Show, The BHS Thursday Night Concert, The Western Art Roundup at the Waterwork Art Museum, The Mon-Dak Football Game, The Kansas City BBQ Contest, a national sponsored event, The Miles City Maltfest, The Eastern Montana Fair, The 3 day Bluegrass Festival, Fall Festival, And The Christmas Stroll. We use regional radio stations with a coverage area of at least 300 miles. This gets us into Montana, North and South Dakota, Wyoming, as well as Canada. We purchase 30 second ads that only run between 6a and 7p. We will buy the best possible rate or we will purchase in packages if the cost is better.</p>	<p>large segment of the people we are after and it is timely. We also deal with a large group of people in Miles City by subsidizing their ad budgets by utilizing bed tax funds by advertising these events. We have managed to teach people the value of tourism and bringing them to town when the success of thier event is directly touched by aggressive advertising. Although we still see great value in this form of advertising we are reducing the amount we planned to spend and will try some new approaches as per the TAC's recommendations. I am excited to watch the growth this new approach will bring.</p>	<p>a live radio show based out of Spearfish, South Dakota that we track based on the call ins on the show in the days following the events. We are limited in stations in this region so landing spots are numbered. This makes the markets segments less fragmented and easier to reach with a small budget. Another reason we utilize radio is when people are crossing eastern Montana is they want to have access to local weather, which is not available on sirius radio.</p>	<p>involve in almost all the events that go on in town so we can visually see the effectiveness of our advertising. We can also tap in to the demographics of our event goersand get a relatively close idea as to what advertng segments or locations or visitors are coming from. Along with that aspect of fact finding we always get comments back from business people as to what events work for them and which ones didn't.</p>				
Consumer	Website/Internet Development/Updates	Yes	We are going to utilize funds we had originally earmarked for radio to make a	We feel that we will be in the perfect position with this marketing to enhance what we have	Getting out in front of more people with a solid product to	As like before we are involved in so many events we are		\$3,000.00	No	

			better presence with our website and also through Facebook. we will enlarge our visibility and hopefully expand our visitations and overnight stays	done in the past so there should be no fall off from what we have been doing, but we do expect to see a rise in attendances to our events and to also paint a more vivid picture of what we offer growing our visitations.	market should only make for better numbers and long term opportunities.	able to see the crowds and determine the successes of what is being done. Also the businesses and hoteliers are very helpful in determining our value.				
Marketing Support	Administration							\$5,800.00	No	
Marketing Support	Opportunity Marketing							\$9,000.00	No	
Marketing Support	Cooperative Marketing							\$3,000.00	No	
Marketing Support	Joint Ventures							\$1,000.00	No	
Marketing Support	TAC/Governor's Conference meetings							\$2,200.00	No	
								\$35,000.00		

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Radio & Television Advertising	\$8,000.00	\$0.00
Consumer	Print Advertising	\$3,000.00	\$0.00
Consumer	Website/Internet Development/Updates	\$3,000.00	\$0.00
		\$14,000.00	\$0.00
Marketing Support	Administration	\$5,800.00	\$0.00
Marketing Support	Opportunity Marketing	\$9,000.00	\$0.00
Marketing Support	Cooperative Marketing	\$3,000.00	\$0.00
Marketing Support	Joint Ventures	\$1,000.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$2,200.00	\$0.00
		\$21,000.00	\$0.00
		\$35,000.00	\$0.00

Miscellaneous Attachments

File Name	Description	File Size
piechart (1).xlsx (16 KB)	pie chart 2 xlxs	16 KB

Reg/CVB Required Documents

File Name	Description	File Size
Application Certificate of Compliance FY17 045.pdf (102 KB)	compliance documents	102 KB

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