



Grant Details

68892 - FY19 Region/CVB Marketing Plan

72769 - FY 19 Glendive CVB Marketing Plan

DOC Office of Tourism

Grant Title: FY 19 Glendive CVB Marketing Plan
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Grantee Contact: Christine Whitlatch
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Comments
Amendment Comments

Community & Brand Support

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 Glendive CVB was moved in August 2017 to be under the administration of the Glendive Area Chamber of Commerce & Agriculture. As the Glendive Chamber has historically housed the local Visitor Informational Center and consistently worked with area visitors, this transition has allowed for more consistent and seamless promotion of Glendive, MT as a tourism destination.

Glendive is located on the edge of the Eastern Montana Badlands, on the banks of the Yellowstone River, and home to Montana's largest State Park, Makoshika. As a community, Glendive residents and businesses are just beginning to awaken to the reality that our community truly has the amenities and services to welcome the visitor and promote tourism. Glendive has great transportation options as a town just off I-94, regional air service with Cape Air from Billings, and a crossroad stop for travelers on the North-South Eastern Montana Corridor.

As a homesteading, agricultural, frontier town, Glendive truly is an Eastern Montana Expression of Montana's brand pillars.

More **spectacular, unspoiled nature** than anywhere else in the lower 48: We meet this in multiple ways with Makoshika State Park not only being the largest state park but also USA Today's Voted #1 Montana Attraction in Montana. We also sit on the banks of the Yellowstone providing great fishing, agate hunting, and we are known as the Paddlefish Capital of the World, proudly producing some of the world's finest caviar.

Vibrant and charming small towns that serve as gateways to our natural wonders: Glendive has a vibrant entrepreneurial spirit and multiple local shops provide unique and artistic shopping experiences. From great spots to meet for coffee and wonderful galleries and museums, we boast more than charm, we promote history, dinosaurs, and community events.

Breathtaking experiences by day, and relaxing hospitality at night: Glendive has over 500 beautiful rooms to rest your head after a day of exploration and adventure. Multiple dining options and a homegrown brewery just add to the experience. We provide opportunities to enjoy sensational sunrises and sunsets while you venture at your own pace. Visitors are welcomed to the community and no one is a stranger unless they want to be.

Check out www.visitglendive.com to explore our local experience!

We are challenged just as any other Montana community with tight budgets, older infrastructure, and lower than state and national unemployment which can make staffing service jobs difficult.

Describe your destination.

Our marketing plan will address the three phases of travel decision making.

First, inspiration: we are working to reach out in new and emerging ways to invite travelers from new markets including Regina, Minneapolis and the Black Hills. We have stops throughout the year from these neighboring areas and we know to date we have done minimal to expand our invitation in new targeted digital ways. With Makoshika State Park, the Yellowstone River, great experiences for shopping and events, Glendive has the potential to become a planned destination and not a simple drive stop.

Second, orientation: Our plan provides multiple supports for travelers to become familiar with Glendive and orientated to how close it is to drive to from our three target locations. Targeted digital, print and strategically placed billboards allow planning to spend time in Glendive easy and accessible no matter where you are in the decision process.

Third, facilitation: Glendive is small enough to engage the full community as partners to provide an exceptional visitor experience. From personally addressed and signed invitations to visit, to welcoming guest at community events, and providing good service throughout our community. We have also planned marketing dollars to support hotels, restaurants, retailers and community members to be ambassadors for our community.

Optional: Include attachments here

a. Define your target markets (demographic, geographic and psychographic).

Our target markets fall into these categories:

- 1) Those who are looking for outdoor experiences from hunting, camping, hiking, fishing, ATV riding and more.
- 2) Family travelers. We have a number of free or low-cost attractions to engage the family from a day hunting for dinosaurs to a night being a virtual cowboy at the local Skillz. We are using the "Share the Local Experience" tagline, not only as a good marketing message but because that is what a family can authentically find here.
- 3) Those planning travel that takes them through Glendive. We are less than a half days drive from Regina and Rapid City. We are just a days drive from Minneapolis. We know from visiting with travelers that we have many passing through the "X" of Glendive as they move through and we a geographically targeting those markets to encourage more 1-2 day stops here along the way. Our digital plans provide an opportunity to reach these travelers before they leave home and when they are on the road.

b. What are your emerging markets?

For us, we are looking at how to address niche markets that fit our frontier history and lifestyle.

We proudly boast two stops on Montana's Dinosaur Trail and are the home of an incredible privately funded dinosaur museum. We have become the legacy city for one of Montana's premier bronze sculpture artists and are seeing the unfolding a bronze statue trail in our community.

The other emerging activity in surrounding states are ATV rallies and we happen to be the home of the Short Pines ATV trail system and are just beginning exploring ways to build a rally into our annual community events.

We house a great community college and continue to look at ways to welcome and support not only the students but their families as they spend time in Glendive. These are collaboration opportunities to build lifelong visitors to our community.

Optional: Include attachments here.

c. What research supports your target marketing?

We are a small CVB and must use research that we have access to that we can actually afford so we are choosing marketing options that track digital data, work with our SE Montana Regional partner so we can benefit from the data they have access to, and with what ITRR and the Montana Tourism can provide. Regional DOT highway/exit counts are also available as well as Makoshika State Park Visitor numbers and the low tech data we gather simply by engaging those who stop in at our VIC and area businesses.

Our overall goals are two-fold:

- 1) To increase awareness of what our community has to offer the visitor and send a consistent engaging invitation to come and "Share the Local Experience"
- 2) To build awareness in our own community that we have an emerging tourism market right here at home and how they can all be ambassadors for Glendive by inviting visitors themselves and welcoming all who come.

a. In what types of co-ops with MTOT would you like to participate?

At this time, I have not seen a MTOT project that allows our level of budget to successfully participate in, but we are new as the home of the Glendive CVB and we will continue to learn, and explore opportunities as they are available.

Optional: Include attachment here.

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

We are excited that we are building strong partnerships for marketing collaboration with and within SE Montana Tourism and with the Sidney CVB. We will continue to explore, budget and participate in these opportunities. These currently include microsites, regional travel maps, shared print advertising, etc.

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

We have yet to have enough experience as the CVB administrator to adequately answer this question.

Optional: Include attachments here.

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Marketing Segment, Strategy & Budget

Marketing Segment	Marketing Method	Does research support this method?	Describe your method.	Supporting research/statistics	Plan to measure success?	Provide a brief rationale.	Estimated budget for each method.	Marketing Method Evaluation	Are you using private funds to support this method? If so, please explain	Non bed tax funds?	Add'l Atchmnts	Meets Regs	Eval Comments
Consumer	Social Media	Yes	This is a new and expanded budget item for the Glendive CVB. This would reach beyond our community event Facebook boosted posts. It would also include target digital ads by location, demographics and interests. Finally, we would look at regional geofencing messages targeting the smartphone user to promote stopping, staying, shopping and exploring Glendive.	This type of marketing provides clear engagement numbers and can be easily targeted to a specific demographic or location. The provider we choose to work (We are currently working with two Montana companies for proposals) with will provide ongoing data for review the success of these efforts. As we are in a rural area and need a method that can give us a larger regional reach in a cost-effective way that provides a clear way to track to marketing efforts.	Work with digital company to track digital ad engagement and response. They will provide this data.	As we may be a point of passing for many travelers, we are looking to target them through these new and emerging digital methods to get them to plan their stop, overnight, etc. in Glendive and not in a community just down the road. We have great assets in Glendive such as Makoshika State Park and this will allow great digital options in photography and video to engage the regional traveler.	\$8,000.00		No				
			We will collaborate with Sidney's CVB to advertise in 4 seasonal Cape Air Birdseye View in-flight magazines. Cape Air is a great community partner for both our communities and we will reach an	We will look to the	We will look to see if in the days and weeks that follow specific	Though today's print may not have as clear of a tracking mechanism as modern digital mediums do, they							

Consumer	Print Advertising	Yes	outdoor, engaged traveler with an affluent demographic in their NE USA markets. We will also be continuing advertising in local and regional travel & hunting guides. Why Cape Air? Essential Air Service Se to SE Montana and Missouri River Country communities from Billings.	publication demographics and reach data for each item we place print advertising in.	placements if our VisitGlendive.com site is seeing increased visitor traffic as well as the publication data itself.	are great opportunities to target specific regions and lifestyle sets who would have a reasonable match of interests to what our community has to offer.	\$3,500.00			No			
Consumer	Travel/Trade Shows	Yes	This is will be a new outreach approach. We will be looking at collaborating with SE Montana, Sidney's CVB & Montana's Missouri Country to attend shows in Minneapolis, Rapid City and possibly, Regina, CA. These are all areas we consistently see visitors in our VIC and in our local retail shops.	The decision to add in trade shows for the next budget cycle was based on the strong positive response received from both SE Montana and Sidney's CVB on their experience with the Minneapolis show and previous Rapid City Show.	The Trade Show data for the number of show attendees and data gathered at our booth for the number of people who stop and engage in discussion about Glendive and our tourism opportunities.	These are areas we consistently see folks from who stop in our Glendive VIC while they are visiting Glendive or traveling through.	\$3,000.00			No			
Consumer	Travel Guide	Yes	This would be a companion piece to go with the Visit Glendive website to distribute regionally to connect folks to our community when they stop at another VIC.	We would measure how success by how many of the 2,000 printed are picked up annually from local and regional distribution points.	A full location list will be kept and the amount distributed will be tracked to see where they are being most frequently taken from.	The main Glendive source for accessing, hotels, restaurants and community amenities will be the VisitGlendive.com website. However, once people are in our region rather they are traveling for ND, SD, WY, NE Montana, Billings, Miles City, etc. We want a simple piece they can access while stopping during travel that will encourage them to choose a day, night or longer in Glendive itself. We are on the I94 driving corridor as well as the North-South route of travel through Eastern Montana.	\$800.00			No			
			These would be Visit Glendive Postcard invitations and other small items which we can print internally and do not send to the outside	There is no way to truly		Visit Glendive will participate in a number of local							

Consumer	Printed Material	No	printer. Example: those that stop in our VIC can send an invitation or take a postcard with them. These are promotional items that are to help many be ambassadors for our community. They are the promotional goodwill items we share with the public.	measure these items. However, they become our calling card of sorts, that others beside the CVB and staff of the Glendive Chamber can use to extend the invitation to visit and explore what our community has to offer.	Number of postcards taken from local trade shows when VisitGlendive is promoted and from the VIC throughout the year.	events and we invite the public to explore our VIC. These promotional items are simple take aways to encourage goodwill and ways for our visitors and communities to help us market Glendive.	\$500.00			No	Visit Glendive Bell Street Postcard.pdf		
Consumer	Radio & Television Advertising	Yes	This is truly a placeholder. If we have an event that warrants reaching to larger regional markets, we will work with our local broadcast company to place appropriate invitational marketing.	Again, the broadcasting companies reach and listener/viewer demographics will be important.	Yes, would be determined on what we are promoting and in what regional market.	At this moment, we are not aware of every event that may be planned out through July of 2019 for our community. If new events are planned, we may want the ability to help draw in visitors for attendance from outside markets. Radio in particular can be a great way to do this.	\$1,000.00			No			
Film	Online/Digital Advertising	No	We are looking to purchase an iPod and green screen to assist with short local marketing videos to use in our digital campaigns. We need portable and simple equipment options to make such video a possibility.				\$500.00			No			
Marketing Support	Administration	No	This is the 20% estimate of the \$21,000+ bed tax estimate for the 18-19 budget year.				\$4,200.00			No			
Marketing Support	TAC/Governor's Conference meetings	No	Attend required meetings 7-10 hour one-way drive. The mileage and room components average over \$735/trip.				\$3,000.00			No			
			We have had the opportunity to partner with SE Montana marketing programs in 17-18 and look forward to participating	This will depend upon the opportunity and the supporting data available. For a small CVB such as ours, these opportunity marketing venues are									

Marketing Support	Opportunity Marketing	Yes	in more of their regional agency digital and print advertising offerings. Examples include: micro website, scenic tear off travel maps, etc.	important as they can provide more supporting research for the marketing itself and at a higher level of design as we get to work with the regional CVB's agency of record.			\$3,500.00			No			
Marketing Support	Wayfinding	Yes	As needs are identified to better direct the visitor, we will access these funds to make our community easier to explore and engage in.	Example: if they are signage in and out of Makoshika State Park, we can measure views by the number of annual visitors.			\$1,000.00			No			
Marketing Support	Billboards/Out-of-Home	Yes	We will be rewrapping our Billboard at Hathaway this year and we partner annually with our local TBID on a billboard on the North side of the westbound lane into MT from ND.	Department of Transportation road travel numbers are the data source for the possible views of these messages and invitations to stop and explore Glendive.			\$7,500.00			No			
Marketing Support	Promotional Items	No	This will cover Glendive Stickers and trade show promotional items for Glendive CVB & VIC.				\$1,200.00			No			
Marketing Support	Digital Asset Management/Aquisition	No	We will continue to build our digital photo library and Glendive promotional video library.				\$2,500.00			No			
Marketing Support	Joint Ventures		A placeholder in case there is a project presented we would like to participate in.	TBD by project parameters.			\$1,000.00			No			
Marketing Support	VIC Funding/Staffing/Signage	No	We will hire short-term staff as needed to do text/data entry for new and updated marketing materials such as our historical walking tour, Dive into Dinos in Glendive, etc. We will also hire staff as needed to staff the VIC periodically throughout the summer				\$1,000.00						

Reg/CVB Required Documents

Description	File Name	File Size
Budget 19 Glendive CVB completed & signed compliance documents.	18-19 CVB Compliance Documents.pdf	171 KB
Glendive City Council Resolution Appointing the Glendive Chamber of Commerce & Agriculture The Glendive CVB Administrator	2017.01.August City of Glendive Resolution for CVB .pdf	63 KB
Chamber/CVB Proof of Insurance Certificate	2018 GlendiveChamber.Certificate.pdf	104 KB

