



Grant Details

95522 - FY21 Region/CVB Marketing Plan

101293 - FY21 Dillon CVB Marketing Plan

DOC Office of Tourism

Grant Title:	FY21 Dillon CVB Marketing Plan		
Grant Number:	21-51-016		
Grant Status:	Underway		
Comments:			
Applicant Organization:	Dillon CVB		
Grantee Contact:	Candi Whitworth		
Award Year:	2020		
Program Area:	DOC Office of Tourism		
Amounts:			
Contract Dates:	Contract Sent	Contract Received	Contract Executed
Project Dates:	06/15/2020 Proposal Date	07/01/2020 Project Start	06/30/2021 Project End
Grant Administrator:	Barb Sanem		
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Award Year	2020		
Contract Dates			

Contract Sent	Contract Received	Contract Executed	Contract Legal
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Project Dates 07/01/2020
06/30/2021

Project Start Project End

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?

Welcome to Dillon, where businesses and agriculture go together. Dillon is situated in a sweeping valley into which the Ruby, Big Hole and Beaverhead rivers drain. This is where you can discover and explore the beginnings of Montana.

This is a community of a gold mine of history, ranging from native Americans trekking through the area to Lewis and Clark, to gold rushers and vigilantes from the railroad to teamsters, farmers, and ranchers. And much of it is not only well preserved, it is up close and personal.

Beaverhead River is a blue-ribbon trout stream that is a favorite for expert fly fishermen. Our county museum in Dillon is devoted to preserving local history. Bannack State Park is located just southwest of Dillon. It is a registered historic landmark and the site of Montana's first major gold discovery on July 28, 1862. Over 50 buildings line Main Street recalling Montana's formative years.

Dillon is home to the largest of the national forests in Montana covering 3.35 million acres lying in eight Southwest Montana counties. With an extensive trail system, visitors can experience the wide-open space and breathtaking views. Stand on the spot Lewis & Clark stood overlooking the valley, there is truly discovery in every direction.

Southwest Montana's rich history is on full display in downtown Dillon alongside unique shopping opportunities and vibrant new businesses. Dillon's business composition reflects an agricultural influence and railroad impact on the community. Historic buildings are tangible reminders of men and women who brought their dreams, blood, sweat and tears to reality and can still be experienced today.

Discover the unique architecture of structures that line the downtown area from the Carnegie Library to the Beaverhead County Courthouse. Take a historic walking tour and enjoy not only the architecture, but also the story told behind each structure. The brick and stone structures post-date an 1882 fire which ravaged the business

district. Where business and agriculture came together into a true community, is the story of people with strong beliefs in the future and willingness to work, making those dreams a reality.

Dillon Exemplifies the Montana Brand

More spectacular unspoiled nature: Dillon sits in a valley surrounded by natural beauty, three destination trout streams, home to the largest national forests in Montana and three state parks, one national park including Interstate 15 making the town an epicenter for visitors' exploration of Beaverhead County.

Vibrant and charming small town: A vibrant downtown that merges historical charm with contemporary culture.

Breathtaking experiences by day, relaxing hospitality at night: Fishing blue-ribbon trout streams, rock-hounding, bird watching, exploring Beaverhead-Deer Lodge National Forest, investigating ghost towns. However, you choose to spend the daylight hours, your evenings will be full of fantastic food and homey accommodations in Dillon.

Strengths

- Dillon is adjacent to Interstate-15 and is a crossroads for Montana Highways 91,41 and 278, which each connect Beaverhead Country's rural communities and visitor attractions.
- Beaverhead County is home to the Beaverhead-Deer Lodge National Forest and the Beaverhead and Big Hole Rivers which offer un-matched outdoor opportunities for visitors.
- Dillon provides a full range of lodging, dining, and shopping options that help make for a great vacation on any budget with a sense of Montana sophistication that visitors find both surprising and comfortable.
- A place to discover the rich history of Beaverhead county through a historic walking tour of downtown, county museum and a railroad depot.
- City of Dillon has been nationally recognized as Tree City, USA by the Arbor Day Foundation
- Energized downtown with a fine art gallery, national renowned bookstore, Patagonia outlet, Great Harvest Corporation and unique stores that can only be found in Dillon.
- Annual signature events such as Labor Day Rodeo, Parade, Fair and Concert, Ratpod ride around the Pioneers, Beaverhead Marathon and Dinner in the Park are just a few events that take place throughout the year.

Opportunities

- Our new website will provide vital information for visitors who will be looking for a unique experience which will encourage them to visit Dillon. Information on Dillon will offer experiences that can only be found in Beaverhead County.
- A new event to promote Dillon has been incorporated to bring visitors into the area to stay, shop, eat and sleep during a three-day experience. Dillon is rich in history and we will support this event this year and in years to come bringing visitors from all over the country.
- From blue-ribbon trout fishing to hiking surrounding mountains visitors will find a welcoming place to stay when they take exit 62 or 63 off I-15. Dillon connects to Yellowstone, Pioneer Scenic Byway, Big Hole Battlefield, Red Rock National Wildlife Refuge and Crystal Park. With our wide-open space and beautiful scenery Dillon offers visitors a unique place to stay while exploring by day and relaxing by night.

Challenges

- COVID-19 Pandemic is affecting travel and we are down 60% in our area. This year will be different from previous years with a decrease in visitors coming into our area until later in the season. We will work with other CVBs to find ways to entice visitors to our area.
- With a decrease in our bed-tax lodging tax, promoting Dillon as a destination will be challenging. We will work on creative promotions working with local, regional and tourism organizations to find ways to entice visitors to the area.

The travel quarantine into Montana and media coverage of the COVID-19 will impact international travel to the U.S. and Montana. Dillon is already experiencing cancellations at lodging facilities for the upcoming season and **Inspiration:** All our marketing efforts are focused on inspiring exploration of our area. From our website, print advertising and other media we are focused on enticing the visitor to explore. Any opportunity that will inspire visitors we will include in visitor packets, newsletters, advertising, and on our website promoting Dillon and 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', website, social media and print material. We are focused on making all our resources a one-stop experience for our region (Beaverhead County) to provide ample information to our target markets 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 overnight stays (i.e., fishing reports, local art and craft fairs, articles written by 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 attractions
9. Full listing of shopping opportunities
10. List of adjacent tourist destinations to encourage further travel into Montana

By offering these 10 orientation keys, our plan will provide the necessary opportunities for prospective visitors to choose Dillon and Southwest Montana as a destination.

Facilitation: With printed material, website, networking and social media, the Dillon CVB will provide both intentional visitors (those who planned to visit Beaverhead County) and unintentional visitors with an opportunity to easily locate points and places of interest.

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

In addition, the Chamber will use the CVB designated funds to provide an un-matched visitor center experience to those travelers who wish to stop in a physical location and access visitor information. This will include having trained, knowledgeable staff and printed materials to assist visitors traveling in and through Beaverhead County. In person assistance will enhance a visitor's experience to Montana.

- vacation plans are being put on hold until an unknown date.

Describe your destination.

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Optional: Include attachments here

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

Seasonal Traffic

Travelers coming through Montana from north to south using I-15. Arrivalist data shows that 46% of visitors enter I-15 from the south. It shows that our top three out of state visitors were Idaho, Utah, California. Visitors find fuel and refreshments from Dillon businesses and it is a great way to provide opportunities to inspire spontaneous adventure or to inspire a future planned trip to the region. This market can be motivated by easy 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 R.V. accommodations.

Leisure Travel

The leisure traveler are active mature and young families that are looking for affordable variety and a bit of culture and shopping with their outdoor centered vacation. Access to public lands is an incentive for fishing, hiking, camping, rock hounding and wildlife viewing. The leisure traveler will be connected via I-15 to Glacier and Yellowstone National Parks as well as State Parks. Dillon is an ideal place for visitors to stop, fuel, eat, lodge and enjoy a couple of days exploring our trails, ghost towns, get weather updates, wildlife conditions, river conditions and trail openings.

History Buffs

This market consists of individuals who enjoy learning about western history and culture. They are seeking to visit ghost towns, historical landmarks such as the Lewis & Clark Expedition, Big Hole Battlefield, Bannack State Park and mining sites throughout the region.

b. What are your emerging markets?

Recreational hiking and biking: The Dillon area has expanded their trail system that connects many trails in Dillon. With the increase of the trail system in Dillon, there have been several running/hiking events added to the summer season. This brings in many people from outside of Montana to participate. With the added bicycle camp Dillon has become the stop off point for long distance bicyclers looking to find a place to stay over for the night. This market is looking for a place to eat, pick up snacks and refreshment for their journey through Montana. This is an emerging market and continue to see an influx of cyclists through our region.

Optional: Include attachments here.

c. What research supports your target marketing?

County Arrivalist Data shows 46% of visitors enter via I-15 South from Idaho into Montana.

Arrivalist Data 2019 Top 5 residency of origin for nonresident visitors to Dillon: Idaho, Utah, California, Washington, North Carolina

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

G-1 Objective One: To maintain our website dedicated to tourism and recreation. Amplified Digital will oversee the website and keep it up to date daily.

G-1 Objective Two: Increase visibility and accessibility to all the attractions in Dillon Montana. This will be done through our website and print materials available for visitors.

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 available to tourists on the website and provide links from the website to other attractions and events in Dillon and Beaverhead County.

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 the summer season. This would include some volunteer hours.

Goal Three: Build an audience for new website.

G-3: Objective One: Get Visit Dillon Montana in front of an audience that is looking to travel!

G-3 Objective Two: Website tracking analytics with monthly website statistics including number of page views, unique visitors, pages per visit, bounce rate and time on website.

G-3: Objective Three: Engage with our current & potential visitors and build a lasting relationship with them. To build a larger digital footprint and always expand our customer service offerings by keeping our customers informed.

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

FY21 Joint Ventures with MOTBD are incredibly attractive if they are affordable enough and work with our drive market such as those from Idaho Falls visiting Bannack State Park or Big Hole Battlefield.

Dillon does not have a TBID. We have been exploring this option. Steve Wahrlich spoke to the hoteliers and the community about the TBID at two events hosted by the Beaverhead Chamber of Commerce. Due to the COVID-19 Pandemic, we will forgo looking at a TBID until we see an improvement in our economy.

Optional: Include attachment here. Beaverhead County Data.pdf

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

We would like to work with Southwest Montana on building a guide to biking/hiking trails.

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

Collaborated with Southwest Montana on a social influencer campaign in the past. This was a great success with multiple online posts and photography for Dillon.

Optional: Include attachments here.

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Optional: Include attachment here:

Marketing Segment, Method & Budget

Marketing Segment	Marketing Method	Describe your method.	Provide supporting research/statistics.	How do you plan to measure success?	Provide a brief rationale for this method.	Estimated budget for method.	Marketing Method Evaluation	Add'l Attchmnt
Consumer	Website/Internet Development/Updates	Our website developer will continue to update daily, weekly, and monthly events and other information that visitors seeking a destination will find on our website. We will be able to link Southwest MT and other websites to our page.	In order to be relevant, we found that people search websites to find places to visit.	Our new website will be able to track visitors to our page and collect data. Since this is the first-year comparisons will not be available until FY22. We will be able to measure number of website visits generated from print advertising.	Our website for Visit Dillon MT will be online and will be accessible to visitors planning their vacations.	\$5,000.00		
Consumer	Print Advertising	All print advertising will include information for our website and provided in Southwest Montana Travel Guide.	A targeted approach with print adv. Provides ability to choose editorial subjects to deliver highly targeted content to an already engaged audience.	Print advertising supports the overall brand awareness.	We will work on a co-op plan with Southwest Montana. We will have a 1/2 page ad in the Southwest Montana Travel Guide and will review other opportunities for advertising.	\$2,500.00		
Consumer	Printed Material	With our laptop and printer that was purchased in FY19, we are now able to print our own brochures, maps and other information to visitors. We will be able to track the total of brochures and printed materials.	We will reprint our hiking, biking maps and print the walking tour of Historic Downtown Dillon. We will continue to use our tear off maps and will reprint as needed. Printed materials encourage further exploration of our area. We will provide accurate count of maps that are produced and how many are distributed.	We will be able to know how many visitors stopped in our area and how many requests for printed materials were distributed. At the end of the season we will have an accurate account of distribution of materials.	All materials will be available at our Visitor Center. We will be able to produce our own brochures that will highlight Dillon and exploration in our area.	\$1,500.00		
		Update and manage social media sites that foster						

Consumer	Social Media	consumer engagement and enhance cross platform constancy, Facebook, Twitter, Instagram and investigate You Tube.	Majority of travelers use social media to connect with travel experiences and get consumer reviews.	We will increase level of engagement through social media outlets and increase reach by 5% or more.	Social Media has changed how people research trips, make decisions, and share experiences.	\$150.00		
Marketing Support	VIC Funding/Staffing/Signage	We will have someone to greet visitors when they stop at the VIC for information during the summer season. There is a VIC job description on file at the BCCA & CVB office.	The VIC staff is often the face of Dillon and the Beaverhead Chamber/CVB to a first-time visitor. It is imperative that adequate staffing maintained to provide superior services and keep visitors engaged with our destination. We had approx. 650 visitors last summer who stopped to inquire about the area. Visitors to the area signed our guest book giving high marks for personalized customer services.	Increase total number of inquires to VIC and fulfillment packets requested from previous years. We will be able to track visitors with an updated tracking system that will provide information on visitors to our area. Our VIC staff will design a tracking system for a more accurate count of visitors stopping at the center.	The VIC shares an office with the chamber and the CVB. We need someone who can provide visitors with information in and around Dillon. The Executive Director for the Beaverhead Chamber of Commerce will oversee the VIC and provide visitors with information on where to stay, visit, eat and explore. This is an unusual method but with the VIC being housed within the chamber office the executive director also provides information to travelers.	\$3,500.00		
Marketing Support	Fulfillment/Telemarketing/Call Center	Phone, postage and supplies to fulfill visitor information requests through the Dillon VIC. Fulfillment piece is the Visit Dillon Guide, Visit Southwest MT Guide and other niche brochures as requested.	Increased total of inquiries to VIC and fulfillment packets requested.	We will be able to compare requests from the past season to this season.	In 2019 there were 10 packets fulfillment packets were sent out. This season we expect travelers to request packets to be sent before they plan their travels.	\$250.00		
Marketing Support	Administration	Admin funds include required expenses for operation of the DCVB such as supplies, postage, bookkeeping, equipment, tech support, miscellaneous and employer cists related to staff wages.	Maintain operational costs within established budget.	Operational and staffing costs are essential to operate a business.	Administrative/operational costs are necessary to successfully operate a business/organization.	\$3,900.00		
Marketing Support	TAC/Governor's Conference meetings	The DCVB Director will attend TAC meetings and the annual Governor's Conference.	Completion of travel within budget.	Attendance at TAC meetings is a requirement as part of the use of the bed tax funds. Governor's Conference provides insights and education for destination marketers.	Funding and marketing plan are approved by TAC, attendance at TAC meetings is required	\$1,000.00		
		We will work						

Marketing Support	Marketing Support/Customer Service Training	with local businesses to provide to their employees information on local activities, events and details about Dillon and Beaverhead County. We will provide a training day to take employees out to areas of interest and provide information that they can in turn provide to visitors.	We are asked for brochures and guides throughout the season. Employers we spoke to say their employees are unaware of all that we have to offer to visitors.	At the end of the season we will be able to collect information from employers on how the customer service was applied and was it successful.	It is important for businesses to have trained staff who can provide visitors with information on our area. Knowledge of Dillon and Beaverhead County is a needed service to help visitors plan their visit.	\$1,500.00		
Marketing Support	Joint Ventures	The Joint Venture Digital Marketing Program with MOTBD would be an affordable joint venture advertising opportunity for our area.	By leveraging MOTBD's media buy, JV Partners can: <ol style="list-style-type: none"> 1. Buy into opportunities at lower negotiated rates. 2. Receive placements in premium positioning within premium content websites. 3. Capitalize on consumer awareness built by MOTBD to increase interest and bookings for the JV Partner's destination or business. Information provided by MOTBD's Website under Joint Ventures https://marketmt.com/JointVenture	By working with MOTBD they would be able to provide us with needed visitor analytics. We will continue to research joint venture with MOTBD.	This opportunity would allow us to shoulder up to MOTBD's overall plan to make the entire state's advertising stronger and more cohesive.	\$100.00		
Marketing Support	Opportunity Marketing	We will set aside funds to use with other marketing opportunities in our area.	A detailed explanation of funds being used will be provided as they appear.		This method is important so that we are able to access funds for items that may come up during FY21.	\$100.00		
						\$19,500.00		

Marketing Method Evaluation Attachments

- Attachment 1
- Attachment 2
- Attachment 3
- Attachment 4
- Attachment 5
- Attachment 6
- Attachment 7
- Attachment 8
- Attachment 9
- Attachment 10

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget (optional)
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Consumer	Website/Internet Development/Updates	\$5,000.00	\$0.00
Consumer	Print Advertising	\$2,500.00	\$0.00
Consumer	Printed Material	\$1,500.00	\$0.00
Consumer	Social Media	\$150.00	\$0.00
		\$9,150.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$3,500.00	\$0.00
Marketing Support	Fulfillment/Telemarketing/Call Center	\$250.00	\$0.00
Marketing Support	Administration	\$3,900.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,000.00	\$0.00
Marketing Support	VIC Staff/Customer Service Training	\$1,500.00	\$0.00
Marketing Support	Opportunity Marketing	\$100.00	\$0.00
Marketing Support	Joint Ventures	\$100.00	\$0.00
		\$10,350.00	\$0.00
		\$19,500.00	\$0.00

Miscellaneous Attachments

Description	File Name	File Size
FY21 Pie Chart by Method	Dillon CVB FY21 Marketing Plan Total Budget by Method.pdf	175 KB
FY21 Pie Chart by Segment	Dillon CVB FY21 Marketing Plan Total Budget by Segment.pdf	65 KB
FY21 Pie Charts - excel version	Dillon CVB FY21 piecharts.xlsx	25 KB

Reg/CVB Required Documents

Description	File Name	File Size
FY21 Certificate of Compliance	2020-05-20 Applicant Certificate of Compliance.pdf	447 KB
FY21 Application for Lodging Tax	2020-05-20 Application Lodging.pdf	342 KB
FY21 Pledge of Understanding	2020-05-20 Required Document signed.pdf	330 KB

