



## 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  
**Grant Number:** 19-51-017  
**Grant Status:** Underway  
**Comments:**  
**Applicant Organization:** Glendive Area Chamber of Commerce & Agriculture  
**Grantee Contact:** Billie Pew  
**Award Year:** 2018  
**Program Area:** DOC Office of Tourism  
**Amounts:**  
**Contract Dates:**

	Contract Sent	Contract Received	Contract Executed
<b>Project Dates:</b>	06/20/2018 <small>Proposal Date</small>	07/01/2018 <small>Project Start</small>	06/30/2019 <small>Project End</small>

**Grant Administrator:** Barb Sanem  
**Contract Number:** 19-51-017  
**Award Year:** 2018  
**Contract Dates**

<small>Contract Sent</small>	<small>Contract Received</small>	<small>Contract Executed</small>	<small>Contract Legal</small>
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**Project Dates** 07/01/2018  
 06/30/2019

<small>Project Start</small>	<small>Project End</small>
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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](http://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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**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
		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	This type of marketing provides clear engagement numbers and can be easily targeted to a specific demographic or location. The provider	Work with digital company to track	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		Yes. The method was successful as we met our objective. Our click-through rates to our website on all	

Consumer	Social Media	<p>geofencing messages targeting the smartphone user to promote stopping, staying, shopping and exploring Glendive. As we are often a "stop through" community we are seeking to capture travelers coming through the region to choose Glendive and hopefully spend more than a night be promoting the unique local charm and outdoor amenities we have to offer.</p>	<p>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.</p>	<p>digital ad engagement and response. They will provide this data. National averages are .05 -.06 click through rates. Our goal will be to successfully exceed national rates.</p>	<p>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, the Yellowstone River and small town charm. These assets will allow great digital options in photography and video to engage the regional traveler.</p>	\$8,000.00	<p>campaigns were above the national average, please refer to attached report. Also, according to Makoshika State Park visitor stats numbers were up in June.</p> <p>Based on the success, this method will be continued.</p>	AUGUST 2019 Glendive Chamber[20177671].pptx
Consumer	Print Advertising	<p>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 outdoor, engaged traveler with an affluent demographic in their NE USA markets. We will also be continuing advertising in local and regional travel &amp; hunting guides. Why Cape Air? Essential Air Service Se to SE Montana and Missouri River Country communities from Billings.</p>	<p>We will look to the publication demographics and reach data for each item we place print advertising in.</p>	<p>We will look to see if in the days and weeks that follow specific placements if our VisitGlendive.com site is seeing increased visitor traffic as well as the publication data itself.</p>	<p>Though today's print may not have as clear of a tracking mechanism as modern digital mediums do, they 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.</p>	\$3,500.00	<p>Yes. This method was successful as we met our objective. We collaborated with Sidney's CVB to advertise in 4 seasonal Cape Air Birdseye View in-flight magazines. Each quarterly issue is in circulation for three months and is available at every seat in all Cape Air flights, servicing 500K travelers to 37 destinations.</p> <p>Based on the success this method will be continued.</p>	20191112_145552.jpg
							<p>Yes. Glendive CVB personnel attended as a training/support position with Southeast Montana tourism region.</p> <p>Based on our personal interactions, we estimate 90% of</p>	

Consumer	Travel/Trade Shows	<p>This will be a new outreach approach that we are finally executing. We will be looking at collaborating with SE Montana, Sidney's CVB &amp; 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.</p>	<p>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.</p> <p>Trade shows are one of the few options to meet with possible future visitors face to face. MOTB and ITRR research supports this as an approach to reach the HPV (high potential visitor) Visit SE Montana visitor guide requests show Minnesota as a top potential visitor market. Our VIC sees visitors from the Regina, CA region often coming through to the Black Hills and Rapid City region.</p>	<p>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.</p> <p>We will also ask for SE Montana visitor guide distribution data.</p>	<p><i>While tradeshow ROI is difficult to measure, SE Montana noted the following:</i></p> <p><i>Northwest Sportshow in Minneapolis, which attracts outdoor enthusiasts from the Minneapolis-St. Paul (MN) metro area plus western WI residents. MN is the #2 state for non-resident hunting licenses in SEMT. This market is identified as the "Midwest road tripper" in the 2016 MT Brand Analysis plus fits Visit SEMT's "outdoor recreation" pillar.</i></p>	\$3,000.00	<p>those who stopped at the booth know where MT is located; and, 70%+ have visited MT, have a MT trip planned or have MT on their "bucket list." Glendive has seen an increased number from Minnesota in the visitor's center and in Makoshika Park. Key measurements:</p> <ul style="list-style-type: none"> <li>• 2019 attendance was down at bit with 29,638 attendees compared to 32,683 in 2018</li> <li>• Based on attendance, we estimate personal interactions with 5-10%, which equates to 370-741 individuals per day for 4 days or 1,480-2,964 individuals total</li> <li>• Distributed ~400 travel guides</li> <li>• Distributed ~200 SEMT History tear-off maps, nearly 100 SEMT scenic maps and nearly 100 Trail to the Little Bighorn maps</li> </ul> <p>Based on the success we will continue to use this method.</p>	20191113_084729.jpg
Consumer	Travel Guide	<p>This would be a companion piece to go with the Visit Glendive website to distribute regionally to connect folks to our community when they</p>	<p>We would measure how success by how many of the 2,000 printed are picked up annually from local and regional distribution points.</p>	<p>A full location list will be kept and the amount distributed will be tracked to see where they are being most frequently taken from.</p>	<p>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</p>	\$800.00	<p>Yes. This method was successful as we met our objectives. Guides were printed and distributed to over 5 hotels and the Town Pump Truck Stop in Glendive as well as sent out at request through our VIC and to surrounding VICs including Medora, ND. All 2,000 guides printed were</p>	20191112_150142.jpg

		stop at another VIC.			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.		distributed within the year.  Based on the success this method would be continued.	
Consumer	Printed Material	These would be Visit Glendive Postcard invitations and other small items which we can print internally and do not send to the outside 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.	There is no way to truly 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.	Visit Glendive will participate in a number of local 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	Yes. This method was successful as we met our objective. Promotional items were distributed through a number of local events and through or VIC with over 1,000 pieces distributed.  Based on the success this method will be continued.	20191113_101523.jpg
Consumer	Radio & Television Advertising	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. We did not choose to use radio advertising this year.	
Film	Online/Digital Advertising	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.	Videos are one of the most effective digital marketing tools	Success will be measured by the increased number of videos produced.	No. Equipment was not purchased this year as we chose to use a contractor with their own equipment.	\$500.00	No, we chose not to purchase equipment and use local independent contractors instead.	

Marketing Support	Administration	This is the 20% estimate of the \$21,000+ bed tax estimate for the 18-19 budget year.	Marketing strategic planning, placement and evaluation take staff time. This money is used to help provide the administrative support necessary to market the Glendive community.	We will evaluate the annual operations of this administrative role as to how smooth it runs and meets the rules and regs requirements of marketing our community with Bedtax dollars.	Yes/No, CVB operations are requiring more administrative time for reporting/monthly calls/quarterly CVB meetings/TAC meetings	\$4,200.00	Yes. We were successful. We met our objective to use no more than 20% for Administration. This method will be continued.	
Marketing Support	TAC/Governor's Conference meetings	Attend required meetings 7-10 hour one-way drive . The mileage and room components average over \$735/trip.  The required annual TAC meetings are the most effective way to network with tourism professionals throughout Montana. Combined with essential tourism training such as ITRR, Destination Analyst etc. there are multiple benefits to attending industry focused meeting.	Small Business BC notes the five following benefits of networking face to face as such events:  1. Shared Knowledge 2. Identifying Opportunities 3. Increased Confidence 4. Raised Profile 5. Connections.  These meetings provide an opportunity for Eastern Montana particularly to increase awareness of our tourism amenities and strengths as many from other part of the state do not have this understanding.	To pull 3-5 items/contacts from each meeting that will help build towards our tourism marketing success.	Yes, new ideas and support were aquired through the meetings including new contacts, CVB operation and marketing ideas.	\$3,000.00	Yes, This method was successful as we met our objective. The executive director or representative from the CVB attended all TAC meetings and the Governor's Conference. In addition, 3-5 items from each meeting and marketing ideas were obtained. We will continue to use this method in the future.	JULY 2019 Glendive Chamber[15345].pptx
Marketing Support	Opportunity Marketing	We have had the opportunity to partner with SE Montana marketing programs in 17-18 and look forward to participating in more of their regional agency digital and print advertising offerings. Examples include: micro website, scenic tear off travel maps, etc.	This will depend upon the opportunity and the supporting data available. For a small CVB such as ours, these opportunity marketing venues are 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.	We will look at reach whether this be distribution, click-through rates, brand lift etc based on the individual identified opportunities.	Yes, it measures success by increased exposure through opportunity marketing with SE MT print and digital ad campaigns.	\$3,500.00	Yes, this method was successful. We met our objective. We have obtained increased exposure through opportunity marketing with Southeast Montana tourism region on both print and digital opportunities including the SEMT visitor's guide and Hill Climb geofencing digital off-road marketing campaign, please refer to attached reports.  Based on success this method will be continued.	20191113_085332.jpg
		As needs are identified to better direct the visitor, we will access these funds to make our community easier to	Solimar International has identified 5 important roles that VIC's provide.  1) Sourcing and		1) Sourcing and delivering of up to date and current information - We utilize volunteers to help stock, collect and update annual tourism materials in our VIC			

<p>Marketing Support</p>	<p>Wayfinding</p>	<p>explore and engage in.  To give a visitor a great local experience in any community, they need to be able to easily locate and identify the communities main attractions. These dollars help give the visitor and better experience which encourages longer stays and return visits.  This year's main project will be to place VIC directional signage coming into Glendive from all three exits, at Towne and Merrill which is the main state highway intersection through downtown Glendive and to put VIC signage on the North and South sides of our building to identify our VIC location.</p>	<p>delivering of up to date and current information - We utilize volunteers to help stock, collect and update annual tourism materials in our VIC  2) Opportunities for revenue generation. We are often the first referral source for local hotels, restaurants, activities and shopping for the visitor. We help visitors explore and spend their dollars in our community.  3) Data Collection - This is an area we are only starting to implement and will begin gathering basic information from the Visitor, Where are you from? Where are you headed? First or return visit? etc.  4) Marketing. Our VIC not only provides local materials for the traveler, we also have regional and state information to help them plan beyond our community  5) Local Engagment. The VIC allows local businesses to provide inivational and informational material to the visitor. We are often the first impression and front line sales persons of our community.</p>	<p>Wayfaring to our VIC has also been identified as an important need in our community. We will be successful if signage is installed by the end of May 2019. We will begin a VIC guest book and sign in to capture information for the visitors that stop and utilize our services.</p>	<p>2) Opportunities for revenue generation. We are often the first referral source for local hotels, restaurants, activities and shopping for the visitor. We help visitors explore and spend their dollars in our community.  3) Data Collection - This is an area we are only starting to implement and will begin gathering basic information from the Visitor, Where are you from? Where are you headed? First or return visit? etc.  4) Marketing. Our VIC not only provides local materials for the traveler, we also have regional and state information to help them plan beyond our community  5) Local Engagment. The VIC allows local businesses to provide inivational and informational material to the visitor. We are often the first impression and front line sales persons of our community.</p>	<p>\$1,000.00</p>	<p>Yes. This method was successful as we met our objective. We met our objective of completing the signage project on time. In addition, we had an increase in the number of visitors stop by the Visitor's Information Center in May and June thanks to the signage around town and on the building. Guests have been asked to sign the VIC guest book as they visit. Having a devoted VIC attendant will help ensure guest book accuracy in the future summer season.  Yes, signs were installed and a VIC guestbook was started to record visitors.  Based on success this method will be continued.</p>	<p>20191113_093352.jpg</p>
<p>Marketing Support</p>	<p>Billboards/Out-of-Home</p>	<p>We will be rewapping 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. As an often "stop through" community. Regional billboards help alert the traveler in route what is ahead and available to choose Glendive for their next stop. Thus we have billboards east and west of Glendive on I-94.</p>	<p>Connectusfund.org identifies the following 3 advantage of Billboard marketing.  1) Visibility  2) Access to target audience  3) Audience conversion  We are in a vast rural area where main travel is generally by car. These billboards offer invitation and reminders that we have the rooms and amenities in our community to support their travel experience.</p>	<p>Department of Transportation road travel numbers are the data source for the possible views of these messages and invitations to stop and explore Glendive.</p>	<p>Yes, there was over a 4% increased number of travelers through Dawson County according to Montana's 2018 traffic statistics.</p>	<p>\$7,500.00</p>	<p>Yes. This method was successful. The objective was met by the increased number of visitors to Glendive hotels and Makoshika State Park this year. Montana Department of Transportation Traffic Counts  Based on the success this method will be continued.</p>	

Marketing Support	Promotional Items	This will cover Glendive Stickers and trade show promotional items for Glendive CVB & VIC.	Promotional items are used to spread brand awareness.	Success is measured by the number of promotional items collected and given away to visitors.	Increase brand awareness of Visit Glendive.	\$1,200.00	Yes. This method was successful. We met our objective. Visitors collected promotional items increasing the Visit Glendive brand awareness. Over 2,000 Glendive stickers and promotional items were given away over the course of the year.  Based on success this method will be continued.	20191113_084729.jpg
Marketing Support	Digital Asset Management/Aquisition	We will continue to build our digital photo library and Glendive promotional video library.	Video are the highest viewed digital items online	We plan to measure success through the views online via the website and social media posts	Yes, success is measured by visit Glendive video views and shares.	\$2,500.00	Yes. This method was successful as we met our objective. Visit Glendive videos have been continually viewed and shared with over 28,000 people reached, over 15,000 views and over 5,000 post engagements. A copy is on file at the organization and attached to reporting.  Based on the success this method will be continued.	VisitGlendive-Video-2.mov
Marketing Support	Joint Ventures	A placeholder in case there is a project presented we would like to participate in.	TBD by project parameters.	TBD	This method was not complete.	\$1,000.00	No, this method was not used this year.	
Marketing Support	VIC Funding/Staffing/Signage	We did not meet our objective to hire a temporary VIC staff member, therefore the method was not successful, but we will continue to include this method as staffing needs change year to year and look to staff the VIC periodically throughout the summer seasons.	We will asses our ability to meet the needs and expectations of our visitors and signage updates or repairs.	Date collection/guest book registration & feedback.	It can be more efficient to hire support staff for temporary VIC needs.	\$1,000.00	We did not meet our objective to hire a temporary VIC staff member, therefore the method was not successful but we will continue to include the method as staffing needs change, especially in the summer season. Signage repairs were completed. The signage project was successful and will be repeated as needed.	
						\$42,200.00		

**Marketing Method Evaluation Attachments**

- Attachment 1**                      Glendive CVB FY19 Budget to Actual report.pdf
- Attachment 2**                      Glendive FY19 B2A piecharts and Partnership Spend pie chart.xlsx
- Attachment 3**                      analytics and campaign reporting Glendive CVB FY 19.pptx
- Attachment 4**
- Attachment 5**
- Attachment 6**
- Attachment 7**
- Attachment 8**
- Attachment 9**
- Attachment 10**

### **Marketing Method Budget**

<b>Marketing Segment</b>	<b>Marketing Method</b>	<b>Bed tax funded budget</b>	<b>Non bed tax funded budget (optional)</b>
Consumer	Printed Material	\$2,615.00	\$0.00
Consumer	Travel Guide	\$800.00	\$0.00
Consumer	Social Media	\$10,147.00	\$0.00
Consumer	Travel/Trade Shows	\$3,000.00	\$0.00
Consumer	Print Advertising	\$5,000.00	\$0.00
Consumer	Radio & Television Advertising	\$1,000.00	\$0.00
		\$22,562.00	\$0.00
Film	Online/Digital Advertising	\$500.00	\$0.00
		\$500.00	\$0.00
Marketing Support	Administration	\$4,200.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$3,000.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$1,000.00	\$0.00
Marketing Support	Opportunity Marketing	\$5,885.00	\$0.00
Marketing Support	Wayfinding	\$2,000.00	\$0.00
Marketing Support	Billboards/Out-of-Home	\$12,000.00	\$0.00
Marketing Support	Promotional Items	\$2,200.00	\$0.00
Marketing Support	Digital Asset Management/Aquisition	\$4,500.00	\$0.00
Marketing Support	Joint Ventures	\$1,000.00	\$0.00
		\$35,785.00	\$0.00
		\$58,847.00	\$0.00

### **Miscellaneous Attachments**

<b>Description</b>	<b>File Name</b>	<b>File Size</b>
These are new table tents for all hotel and restaurant properties to use in their rooms on their tables.	hotel cards.pdf	2.2 MB

### **Reg/CVB Required Documents**

<b>Description</b>	<b>File Name</b>	<b>File Size</b>
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

**Reg/CVB Required Documents**

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Chamber/CVB Proof of Insurance Certificate	2018 GlendiveChamber.Certificate.pdf	104 KB

