



Grant Details

80683 - FY20 Region/CVB Marketing Plan

86701 - FY20 Dillon CVB Marketing Plan

DOC Office of Tourism

Grant Title: FY20 Dillon CVB Marketing Plan
Grant Number: 20-51-012
Grant Status: Underway
Comments:
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Grantee Contact: Rebecca Jones
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Program Area: DOC Office of Tourism
Amounts:
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Proposal Date Project Start Project End
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Contract Dates

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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?

The Dillon CVB seeks to attract visitors for a variety of reasons. Primarily, increasing visitor traffic in our county increases economic opportunity for businesses that support our area. In addition to the economic benefits of tourism, we also feel we have a piece of paradise and we're eager to share it with travelers - which will increase repeat travelers.

Dillon is adjacent to Interstate-15 and is a crossroads for Montana Highways 91, 41 and 278, which each connect Beaverhead County's rural communities and visitor attractions. In conjunction with this high-level of connectivity, Beaverhead County is home to the Beaverhead-Deerlodge National Forest and the Beaverhead and Big Hole Rivers which offer un-matched outdoor opportunities for visitors.

Along with numerous outdoors experience opportunities, the area represented by the Dillon CVB also is home to ghost towns (Bannack State Park) and historical landmarks (Lewis and Clark Trail, and Beaverhead Rock) that help to tell the rich history of Montana. Bannack is one of our premier state parks.

Our opportunities lie in the ability to communicate all that Dillon MT has to offer to the visitor. We are working to develop several resources for the visitor in print as well as online. These resources will show day trips in our area, scenic tours, as well as describe the recreational opportunity available here.

The Dillon CVB is located in Dillon, but serves some of the most spectacular unspoiled nature and more than 8 smaller towns and communities (Wise River, Wisdom, Lima, Polaris, Glen, Jackson, Monida, Dell) that each serve as gateways to unique natural wonders. Each of the towns served by the Dillon CVB also offers lodging, camping and other hospitable accommodations. In this, the Dillon CVB aligns with the following Montana brand pillars:

- more spectacular unspoiled nature than anywhere else in the lower 48.
- vibrant and charming small town that serve as gateways to natural wonders.
- breathtaking experiences by day, relaxing hospitality at night.

Describe your destination.

The Dillon CVB plan addresses the three phases of the travel decision process accordingly:

Inspiration: All of our marketing efforts are focused on inspiring exploration of our area. From our mobile app, to our website, print advertising etc., all are focused on enticing the visitor to explore. Any opportunity that we have to inspire (via location packets, newsletters, advertising, etc.) we will include the mobile application and our website address as an additional resource to inspire visitors to explore 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; mobile app, website and print material. We are focused on making all of our resources a one-stop experience for our region (Beaverhead County) to provide ample information to our target publics specifically 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 room nights to the area (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 sites of interest
9. Full listing of shopping opportunities
10. List of adjacent tourist destinations to encourage further travel into Montana

By providing these 10 (and more) orientation keys, our plan will provide the necessary orientation opportunities for prospective publics to choose Dillon and Southwest Montana as their destination and to also facilitate the public's planning and preparation process.

Facilitation: Through the use of collateral (both printed and downloadable via our mobile application and website, networking and social media, the Dillon CVB will facilitate both intentional visitors (those who planned to visit Beaverhead County) and unintentional visitors with the opportunity to easily locate points and facilities of interest.

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

In addition to printed collateral and the mobile application the Chamber will use the CVB designated funds to provide an un-matched visitor's center experience for those travellers who wish to stop in a physical location and access visitor information. This will include having trained, knowledgeable staff and printed materials to provide as collateral that enhances the experience and further facilitates the visitor's experience in Beaverhead County and into Southwest Montana.

Optional: Include attachments here

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

Seasonal Traffic: Primarily, Canadians who travel through Montana via I-15 in the Fall and Spring seasons. This demographic generally seeks fuel and refreshments from Dillon businesses and provides a great opportunity 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.

The Family Traveler: This market travels to Dillon Montana for unmatched outdoors opportunities. From hunting, fishing, hiking, skiing, ATVing, panning, horseback riding, etc., this market comes to Beaverhead County to recreate and take advantage of our access to public lands. This market can be motivated by providing routes, trails, trail opening dates/conditions online and providing them with resources from locals that keep the market

informed of the status of river conditions, snow conditions, wildlife conditions and other outdoors related information that can be easily be made accessible via a mobile application. Providing specific kid friendly items will be quite helpful here.

History Buffs - This market consists of individuals who enjoy learning about western history and culture. In our area we draw upon Virginia City, Nevada City, Bannack, two hot springs and the Big Hole Battlefield. The Lewis and Clark history in our area is significant as well.

b. What are your emerging markets?

Western Art: Dillon is an agriculture powerhouse and with that comes a rich heritage of Western culture. Increasingly, Beaverhead County is becoming a home for Western art. From life-size bronze statues placed throughout Dillon and a custom boot shop, to a world-known saddlery that specializes in Buck Brannaman saddles, the culture of the West is being represented through local and regional artists in a variety of mediums. This increase in art is placing Dillon and Southwest Montana on the map for art buffs and Western history enthusiasts. We will collaborate with this movement to further establish Dillon as a destination for these target market using our mobile application and the marketing that is in conjunction with that effort.

Recreational Hiker and Cyclist: The Dillon area has an expanding trail system that surrounds the town and provides opportunities to walk, hike or bike the perimeter of the city. This trail system provides opportunity for tourists to spend down-time discovering and exploring the area while staying close to the merchants and restaurants in Dillon. There are also miles of hiking and biking opportunities in the area surrounding Dillon. We have pursued this market significantly with the wrap up from our last year budget. We will continue our active pursuit of this visitor in the coming years.

Optional: Include attachments here.

c. What research supports your target marketing?

Seasonal Traffic: Though it may be partly anecdotal, it is well-known that seasonal traffic uses the I-15 corridor to travel from Canada to warmer winter destinations. I-15 traffic is estimated at 12-15,000 vehicles per-day (according to Idaho Department of Transportation, nearest estimates to Beaverhead County).

The Outdoorsmen/women market: According to the Beaverhead County Atlas (produced by Beaverhead County, Montana FWP and Future West) in one year, hunting accounted for \$6.9 million in local economic activity from non-resident participants and fishing accounted for \$17.5 million in local economic activity from non-resident participants.

According to 2017 ITRR: Dillon report:

The top 11 non-resident activities were: Scenic Driving, Nature Photography, Wildlife Watching, Day Hiking, Car/RV camping, Recreational Shopping, Visiting Other Historical sites, Visiting Museums, Visiting Lewis and Clark sites, Fishing/fly fishing, Attending Festivals/Events

According to the 2017 ITRR Data - visitors spent \$98,616.00 in Beaverhead County.

This spending is spread through the following areas; gasoline, outfitters, restaurants and bars, hotels and motels, retail sales, groceries, park entrance fees, Campgrounds and RV Parks, Cabin rentals, Made in MT, Vehicle repairs, Gambling, Farmers markets and auto rentals

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

G-1 Objective One: We will implement using arrivalist data to track tourism and recreation. Our website will be updated regularly and list all events and activities that are happening in Dillon will be keep current.

G-1 Objective Two: Increase visibility and accessibility to all of the attractions in Dillon Montana. This will be done through our website, arrivalist data, billboards that can provide traffic counts and print material 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 keep it up to date. We are currently linked to 683events and Facebook. We have posted events in the area to the newspapers visitor guide that is distributed in the VIC, mailings and online subscribers outside of Montana. We have added Dillon events to summer event guides that are distributed throughout Idaho, Montana & Washington. Our event listing on visitdillonmt.com website will be complete by July 1, 2019.

G-2 Objective Two: Continue to offer & improve the services of our Visitor's Information Center by increasing operating hours with a VIC staff and UMW Intern for summer season. This will include some volunteer hours.

Goal Three: Build an audience for new website.

G-3 Objective One: All warm season advertising for 2020 will include our new website address.

G-3 Objective Two: Collect data from the online traffic directed to our website www.visitdillonmt.com & arrivalist data will be explored and

implimented in 2020, from Google AdWords & Facebook Targeted Marketing, analyze our strategy as to its effectiveness & correct any inadequacies.

G-3 Objective Three: Increase website visits dramatically over site creation.

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

If the state did a promotion for Bannack State Park we would be happy to participate. This a a gem for our area and we would love to see this better promoted.

We would like to look to the Park to Park tours, as well as Bicycling routes through our area.

Optional: Include attachment here.

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

Our most beneficial Joint Ventures for the coming year would be with Southwest Montana.

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

We have done a social influencer campaign with Southwest Montana. This was a great success with multiple online posts and photography for Dillon. We are currently working closely with Bike Walk Southwest Montana, and will see our successes in the summer of 2020.

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
		Tear off maps Beaverhead County - reprint from previous year Hiking / Biking Maps	Printed material, be it	We will meature success based	All of these materials will be available at our visitor's center. Our tear off maps will be a quick, valuable resource for the visitor, with points of interest marked clearly on the map. This item is already created, will just be a reprint.		This method was successful as we met our objective to print and distribute promotional pieces. Dillon CVB printed various promotional pieces in house: 100 brochures, 100 FAQ sheets, 150 maps of walking, biking, downtown Dillon, 100 directories. The tear off map is provided to hotels, gas stations	

Consumer	Printed Material	<p>Printed Loop Tours - scenic drives etc</p> <p>Walking tour of historic downtown Dillon</p> <p>Walking tree tour of Dillon</p>	maps or guides will encourage further exploration of our area.	on the distribution of all printed materials.	<p>Hiking / Biking maps - We already have most of the biking maps created, and will continue to use these as requested.</p> <p>Loop Tours are an item that we will create for our website, and printed for the visitor should they arrive at our visitors center. These loop tours have not been created yet.</p>	\$5,000.00	and the museum as well as at the VIC. It is an effective way to help orient visitors to locations in Dillon. The map shows landmarks, parks, with detailed streets. Lodging, eateries and event brochures provide directions and contacts for visitors. This method will be continued.	2020 Attractions Dillon MT.pdf
Consumer	Print Advertising	We will continue to advertise in the Southwest Montana Travel Guide and review other opportunities as they arise.	Printed material that a visitor can read prior to arrival is quite valuable. Allows them to plan to visit our area.	We will measure success based on distribution counts of the publication.	All of our print advertising will include information on both our website and our mobile app for easy exploration by our potential visitors.	\$3,500.00	This method was successful as the objective for Dillon CVB promotional advertisement to target audience (area 100 miles surrounding Dillon) was met. No expenses were paid as the same ad from the previous year was used. A total of 165,000 Southwest Montana Travel Guides were printed and distributed in FY20. See attached ad copy. This method will be continued in the next fiscal year and a new ad will be developed.	Ad in Southwest MT Travel Guide.jpg
Consumer	Website/Internet Development/Updates	<p>We will be building a new go to website for visitors who will be planning their next visit to Montana. The website will provide our visitors with quality imagery, outdoor activities, natural beauty, wide open spaces, and unique experiences.</p> <p>it's a new website, budget from Amplified Digital.</p>	A professional marketing company will provide us with data that will contain demographics, analytics and a breakdown of visitors into our area.	Our objective is to create and develop a standalone website. We will measure success if project is completed and launched in FY20. Once website is live we will track website analytics.	<p>In order to align our website properly with the visit montana website, additional photography will be needed. We will also maintain big events for Dillon on this website.</p> <p>We have hired a professional marketing team that will provide information on why Dillon should be a destination.</p>	\$12,886.00	<p>The project to create standalone site www.visitdillonmt.com was partially completed in FY20 and will continue into FY21. Funds were spent on the creation and development of the website. The site launched in FY21 and will be reported on in FY21.</p> <p>This was successful even though the site did not launch prior to the end of FY20 (6/30/20) because all of the content and design was created. This method will continue.</p>	website screenshot.pdf
		Our strategy is to update our website. In order to align our website properly with the visit Montana website,		We plan to	We will focus on our website improvements		No funds spent in	

Consumer	Mobile Applications	<p>additional photo's and content will be needed.</p> <p>We moved money from Mobile Application marketing method to the development of our website. We will not be using a mobile application.</p>	<p>We will be able to track information on our website, showing hits and interaction. We will also be able to track our successes on Facebook with likes etc.</p>	<p>measure success by tracking the increase number of visitors to our website and other social media platforms.</p> <p>Update: project was cancelled and will not be continued</p>	<p>with photography, video, event listing. Social Media such as FaceBook, Instagram and other social media outlets will be incorporated into our marketing strategy to promote Dillon.</p>	\$1,310.08	<p>FY20; verified. Another entity in our town developed a mobile app that has been widely distributed, therefore, we will not focus on this project. Project was cancelled and will not be continued.</p>	
Consumer	Photo/Video Library	<p>Increase Photo/Video Library for the Dillon CVB. Suggestions have been made to produce video for Dillon MT.</p>	<p>A picture is worth 1000 words, and what we can show of our area given the correct photography will be exponentially beneficial.</p>	<p>We will track acquired media.</p>	<p>Video is one of the most visited links on any number of Channels, including our new website and social media.</p>	\$4,500.00	<p>This method was successful as we met our objective. A total of 30 professional photos were added to our digital library and we spent under the allowed amount. We will continue to use this method in the future. Digital copies of the photo assets are on file with our organization. This method will be continued.</p>	
Consumer	Social Media	<p>We would like to try our hand at marketing via you tube, twitter, instagram etc. This will give us the opportunity to see what works best of our advertising photos and text.</p>	<p>We will need to drive traffic to our website through these channels. Then it will be truly trackable.</p>	<p>We will be able to measure hits, views, and click throughs on all of these.</p>	<p>We will be able to measure hits, views, and click throughs on all of these.</p>	\$2,000.00	<p>No funds spent in FY20; verified. The project was not completed in FY20 due to challenges in staff focus and COVID impacts; project will continue in FY21.</p>	
Consumer	Billboards/Out-of-Home	<p>We would like to acquire two billboards, one south and one north to start. The intent is for viewers to see this board, and decide to pull off of the interstate and explore.</p>	<p>From our shop keepers in Dillon, there is a tremendous rise in visitor traffic from this avenue. We will get our statistics through travelers mobile devices after they pull off the highway.</p>	<p>We can get a traffic count from the location of our billboards and the traffic will be electronically counted from the billboards.</p>	<p>Billboard advertising to pull passers by off the interstate, hopefully to spend a bit of time in Dillon.</p>	\$5,000.00	<p>This method was successful as we met our objective to promote awareness to the target audience (drive market coming from south). The traffic counts for Interstate 15 traveling north through Dillon (sign located 7 miles south of Dillon, time line for billboard (Sept. 1, 2019 - June 30, 2020) show that on average 6,000 vehicles passed the billboards during the time frame of (Sept. 2019 - Dec. 2019). This method will be continued.</p>	<p>Dillon CVB billboard 2019.jpg</p>
		<p>With a logo/ brand we will be able to promote Dillon as a unique</p>	<p>Ad Agency</p>	<p>We will measure success based on selecting and contracting with</p>	<p>We will showcase</p>		<p>The contracted Ad Agency was paid for the single deliverable/service performed. The only services received and paid for were the branding and logo.</p>	

Consumer	Ad Agency Services	experience and desitination for visitors. Ad Agency (logotype/brand standards) Budget from Amplified Digital.	(logotype/brand standards) Budget from Amplified Digital. Amplified Digital will be able to track visitors to our webpage.	an Ad Agency and with their performance of scope of work on time and on budget.	Dillon as a premier destination for those looking to travel to and within Montana.	\$6,500.00	See the attached logo and branding document (deliverable) This project was successful, as we are using the new logo/branding, but no need to continue, since we don't need a new brand/logo in FY21.	Visit Dillon Montana-Brand Style Guide.pdf
Consumer	Online/Digital Advertising	PPC, Targeted Display, Social Media Management & Targeted Social Media: \$21,817 total through June 2020. Additional advertising recommended past June 2020 TBD	Google Search trends in 2019 showed top searches for vacations in Montana where done through Google search engine. It shows 25% of U.S. destination travelers say they actively research new trips at least one a month. Amplified Digital will be able to track visitors through google and our website reaching our target audience.	We will measure digital advertising using digital performance analytics such as digital impressions delivered, number of page views, unique visitors, pages per visit, bounce rate and time on website.	To showcase Dillon as a premier destination for those looking to travel to and within Montana.	\$21,817.00	No funds were spent. The method was not employed. There are no analytics for this method in FY20. This marketing method is still in progress, due to COVID interrupting the timing of advertising for tourist and the transition of Executive Director in July/August in 2020. This important project will be continued in FY21.	
Group Marketing	Partner Support	We will direct some of our energies into promoting additional traffic into Dillon through the groups that select Dillon as their meeting place.	If we can increase registration by just a few percent, we will also have all of our information in front of all attendees.	We will measure success of this project by joining the Voices of Montana Tourism organization. We can track the number of outreach events and subscribers to the VOT newsletter to guage the audience reached with advocacy messaging that supports the tourism industry as a whole.	We would like to be able to work with the larger groups that select Dillon Montana as their meeting site. This will be focused on marketing that brings in a larger audience.	\$2,000.00	We were successful in meeting our objective. We joined Voices of Montana Tourism (VOT) .Dillon CVB invest annually in the Voices of Montana Tourism (VOT) outreach efforts that encompassed advocating and education legislatures, local policy-makers and the general public regarding tourism in Montana. VOT distributes messaging via its monthly enewsletter that has a distribution of 450+. As a VOT partner, the Dillon CVB/Beaverhead Chamber of Commerce Recieves a presence and directory link on the voicesoftourism.com website which has been online since 2011 and has a robust following. This method will be continued.	
Marketing Support	TAC/Governor's Conference meetings	Our executive director will attend the TAC meetings, and other meetings that are	TAC meetings are a wonderful resource for this type of infomation and strategy.	Our executive director will attend the TAC meetings and other meetings	This is a requirement for the CVB and it is an efficient means of gathering pertinent	\$1,000.00	This method was successful as we met our objective to have key staff attend required meetings and keep expenses in line with budget. The executive director attended all TAC meetings for the year, however, the 2020 Montana Governor's Conference was cancelled and no	

		beneficial for that position.		that are beneficial for that position.	information from MOTBD, TAC and other regions and CVBs.		funds were spent for the conference. We will continue to use this method in the future as it is required and because it is an efficient and effective way to engage with the Tourism Advisory Council and MOTBD.
Marketing Support	VIC Funding/Staffing/Signage	<p>We will be staffing our visitors center this summer as well. With this funding we will be able to offer our visitors center - staffed throughout the summer months. Last year we tracked nearly 350 visitors through our visitors center. With properly trained staff, we could generate additional interest in the attractions we have to offer.</p> <p>We have hired an experience work person to oversee the visitor center and the monies is paid through a federal grant to help seniors get back into the workforce.</p>	Our visitors enjoy having someone to physically talk with about the experiences in Dillon area.	We will continue to track our visitor's center traffic. Our goal would be to increase our visitors center traffic through advertising, and make it a more comprehensive experience with our printed material.	Visitors still prefer a one on one option to learn about our area.	\$4,500.00	<p>No funds spent in FY20; verified. Dillon CVB participated in the Experience Works program with the state to provide a senior citizen to work in the VIC during the summer hours. This relationship has proven successful and will be continued in FY21. It was successful due to the benefit of having an additional part-time staff person in the VIC during the busy season.</p> <p>Total number of visitors in VIC from July-December, 2020 was 166. Top 10 states included: Montana (41), Idaho (20), California (17), Colorado (9), Utah (9), Texas (8), Oregon (7), Washington (6), Arizona (6), Minnesota (5), representing 77% of total visitors; At total of 27 states were represented in the total visitor count. In surveying businesses in Dillon, while the COVID restrictions have taken a toll, over 60% of busniesses report that business was still satisfactory.</p> <p>Hours of Operation were 9:00AM-5:00PM, Monday-Friday</p> <p>The top 5 states requesting information included: Florida, Arkansas, Idaho, California, Texas</p> <p>This method was successful and will be continued in FY20.</p>
Marketing Support	Fulfillment/Telemarketing/Call Center	Administration - postage for visitor fulfillment packets etc	We need to be able to fulfill our potential visitor requests.	We will have a measure of how many visitor packets were sent out.	We need to be able to fulfill our inbound requests.	\$3,000.00	Yes, this method is effective as we met our objective to increase awareness among the target audience of those arriving in Dillon of what is available in Dillon. There were 21 visitor packets mailed through VIC fulfillment center

							during FY20. This method will be continued.	
Marketing Support	Opportunity Marketing	We will set aside \$5000.00 for miscellaneous marketing opportunities in our area.	We need to have funds available for last minute opportunities.	A detailed explanation of the use of these funds will be provided as items come up.	We need to have funds available for last minute opportunities.	\$7,000.00	No funds spent in FY20; verified. Project was put on-hold due to staffing transition. Project was not completed in FY20. Project will be continued into FY21.	
Marketing Support	Administration	Administration funds are needed for the operation on the CVB. Funds will be used for staff wages, office supplies and allowed items to support the day-to-day operations while staying within the allowed budget. The executive director administers the annual budget and marketing plan and is therefore essential.	Our CVB will benefit greatly from the coordination of an executive director.	We will measure success by meeting the operational goals of the organization and by staying within the 20% allowable expense threshold.	Administration is a function of the nonprofit business operations. The organization relies on the executive director to administer the funds according to the approved marketing plan. It is a necessary expense for business operations.	\$4,600.00	We were successful in meeting our overall objective of staying within the allowable 20% for the Administration budget. Funds were spent on the staff wages and office supplies. This project will be continued in FY21.	
Marketing Support	Research	We will send out an RFP to various companies, to come to Dillon, do the research, and discover what is our prime selling point. RFP complete, and any costs affiliated with issuing the RFP.	Once we have determined our prime selling point, we will be able to direct our funds and energies in that direction. We will use monies that would have been used for our app and instead to marketing and branding Dillon.	We will measure success of research depending upon the project, but we would expect to gain data and recommendations from any research; we will measure success based on receiving a research report.	Research into Dillon's brand for sales purposes	\$0.00	No funds spent in FY20; verified. The initial budget and planned project were cancelled and funds were reallocated to other methods in the budget. Although the method was not used in FY20, we will continue to assess the need for research and modify our plans/budget accordingly.	
Marketing Support	Wayfinding	We would like to be able to provide directional signage to our attractions. This area is currently lacking, and I believe the area would benefit significantly if directional signage alone were provided.	If our visitors are going to find their way around our area, signage must be provided.	Wayfinding is a project and therefore we evaluate success based on project completion. The project may involve creation, install, updates or any combination of that.	Wayfinding in the Dillon area is a useful tool for visitors and drive through traffic. Visible signage directing visitors to attractions, lodging, food/beverage, shopping and visitor information is constantly used and must be kept current.	\$5,386.00	No funds spent in FY20; verified. Project was put on-hold due to staffing transition. This remains an important project for our county. Project was not completed in FY20. Project will be continued into FY21.	

\$89,999.08

Marketing Method Evaluation Attachments

Attachment 1	ReportDillonCVB03102021.pdf
Attachment 2	FY20 Dillon CVB updated pie chart final.pdf
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)
Consumer	Printed Material	\$5,000.00	\$0.00
Consumer	Print Advertising	\$3,500.00	\$0.00
Consumer	Website/Internet Development/Updates	\$12,886.00	\$0.00
Consumer	Mobile Applications	\$1,310.08	\$0.00
Consumer	Photo/Video Library	\$4,500.00	\$0.00
Consumer	Social Media	\$2,000.00	\$0.00
Consumer	Billboards/Out-of-Home	\$5,000.00	\$0.00
Consumer	Ad Agency Services	\$6,500.00	\$0.00
Consumer	Online/Digital Advertising	\$21,817.00	\$0.00
		\$62,513.08	\$0.00
Group Marketing	Partner Support	\$2,000.00	\$0.00
		\$2,000.00	\$0.00
Marketing Support	Opportunity Marketing	\$7,000.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$4,500.00	\$0.00
Marketing Support	Fulfillment/Telemarketing/Call Center	\$3,000.00	\$0.00
Marketing Support	Administration	\$4,600.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,000.00	\$0.00
Marketing Support	Research	\$0.00	\$0.00
Marketing Support	Wayfinding	\$5,386.00	\$0.00
		\$25,486.00	\$0.00
		\$89,999.08	\$0.00

Miscellaneous Attachments

Description	File Name	File Size
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Reg/CVB Required Documents

Description	File Name	File Size
CVB Required Documents	CVB Docs.pdf	112 KB

Reg/CVB Required Documents

Description	File Name	File Size
CVB Required Documents	CVB Docs.pdf	112 KB

