



Grant Details

80683 - FY20 Region/CVB Marketing Plan

86710 - FY20 Glendive CVB Marketing Plan

DOC Office of Tourism

Grant Title:	FY20 Glendive CVB Marketing Plan		
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Grantee Contact:	Billie Pew		
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Comments
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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?

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.

We enjoy **spectacular unspoiled nature** with outdoor landscapes, trails, fishing access sites, hunting opportunities and more. We meet this in multiple ways with Makoshika State Park not only being the largest state park but also 2017 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. Day hikes the number one activity attraction for High-Profile Visitors (HPV) as noted in the 2016 Montana Destination Brand Research Study. Makoshika has almost 20 miles of trails with varying degrees of difficulty and all are day hikes. Add this with camping, and numerous outdoor activities. Glendive meets the outdoor -orientated psychographic profile of travelers identified as target markets for Montana.

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. In the 2016 MT Destination study 47% also identified as seeking to explore small town and villages, 43% to visit State Parks and/or recreation areas, 47% to visit geology/dinosaur-related historical sites, and 37% canoeing, kayaking or boating. All of these activities are available the HPV guest with access located conveniently within or on the edge of town.

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 will continue to reach out in new and emerging ways to invite travelers from regional drive 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. The Montana Destination data by county shows we attract folks strongly from Minnesota and in the past year our largest community beyond our own exploring the visitglendive website was Regina. 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. Growing collaborative marketing efforts with Visit Southeastern Montana and Sidney, have strengthened this orientation.

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 guests 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:

We provide many exploration opportunities for the following demographics: families, outdoor-orientated visitors, regional reoccurring travelers, and well educated travelers. These align with the Montana research on target audiences we should be marketing to.

1) Outdoor-orientated: Those who are looking for outdoor experiences from fishing, hunting, camping, hiking, fishing, ATV riding and more.

Glendive sees a large number of anglers and hunters for upland birds, deer, and antelope. These niche demographics helps extend our visitor season well into the fall and attracts early season visitors each year with the unique experience of paddlefishing.

2) Family travelers. We have a number of free or low-cost attractions to engage the family from a day hunting for dinosaurs to great youth sports, parks, and activities. 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. Glendive also provides niche opportunities for the historic buff especially when linked with numerous spots identified throughout our region.

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. This year we will do much more targeted messaging featuring all the dinosaur experiences available here.

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 continuing to explore ways to build a rally into our annual community events. With changes of classification from BLM this process may take a few years to see our goal achieved.

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. The new initiative by Montana tourism which allows for count access to Destination data is important and our FY 19 digital target marketing campaigns saw click through rates as high as 1.7 way beyond national averages.

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.

These goals continue but we have made real headway in the past year to engage the community as tourism partners and ambassadors.

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. We also are continuing to build a stronger collaboration with our local TBID group.

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

This past year we have done a number of opportunity marketing buys with Visit Southeastern Montana projects including:

Distinctly Montana

Summer Website/microsites.

Niche travel maps

Social media and event digital targeted marketing.

These have all worked collectively to help build a cohesive travel experience for our community and others that are connected through travel routes in our region. We are strengthened by building an experience for the driving traveler that encourages exploration of numerous communities, parks, and experiences.

Optional: Include attachments here.

Optional: Include attachments here. Glendive Pie Chart FY20.pdf

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
							Yes. The method was successful as we met our objective. Although we did not	

Consumer	Social Media	<p>We have discovered through a number of community events such as Makoshika Basketball and BBQ in the Badlands that regional boosts to an area surrounding Glendive West to Billings, North to Regina Canada, East to Fargo/Morehead, and South to Rapid City and Wyoming that we can attract event participants from a drive radius of 4-8 hours consistently. We can also target specific demographics through social media marketing that align with individual events.</p>	<p>After boosting two years ago in this drive radius we have gained competitive chefs and youth BB teams from Canada, Minnesota, SE North Dakota, and Wyoming. The requests for SE Montana Travel guide and Desitination Analysts also support this regional draw.</p>	<p>Success will be measured by monitoring social media performance indicators/digital analytics. Every Social Media campaign boosted on Facebook provides data (reach, engagement and audience, etc). We evaluate this data and compare to national/industry performance measures.</p>	<p>We have a very active Facebook community and regional engagement of surrounding communities. Facebook presence, event and activity posts, and the ability to boost regionally for a minimal cost is important to our rural communities and is a low cost simple way to expand our promotional dollars beyond Glendive.</p>	\$1,000.00	<p>spend any funds on paid advertising. All posts were organic and follower generated. Our facebook page Visit Glendive has 1,100 likes. We will continue to track engagement. The CVB also utilizes the Glendive Chamber of Commerce commercial Facebook page what has 3,046 followers. IF and when we used paid advertising we will track analytics Social media provides an interactive means to expanding our messaging and targeted marketing to specific audiences through paid posts as well as expanding our image and awareness through everday posts. This provides a way to "invite" visitors to attend local events, attractions and to keep the community of Glendive in mind when planning visitation.</p> <p>Based on the success of this method in achieving the objectives we will continue to use.</p>	
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 & hunting guides. Why Cape Air? Essential Air Service Se to SE Montana and Missouri River Country communities from Billings. We will also continue to do smaller less</p>	<p>We will look to the publication print quantities and distribution data for each item we place print advertising in.</p>	<p>Success will be measured based on project completion - placement in specific Cape Air travel magazine and also by the distribution of the print advertisement. We will consider the method successful if we are able to complete advertisements and if the publication is distributed.</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. They are also a consistent way to reach regional travelers of surrounding communities.</p>	\$4,000.00	<p>Yes. This method was successful as we met our objective.</p> <p>We placed print advertisements in several local and regional publications that distribute to specific audiences as well as the general public.</p> <p>Cape Air Birdseye View magazine</p> <p>We also collaborated with Sidney's CVB to advertise in the seasonal Cape Air Birdseye View in flight Magazines. Print advertisements were placed in each of the quarterly issues that are in circulation for three months(shelf life) and is available at every seat in all flights, Distribution is 500,000. Cape Air flights services 37 destinations, including six locations in Montana. The audience reach is expanded by the digital copy of the magazine that is emailed to travelers.</p> <p>Stalk Hunting Guide magazine</p> <p>We placed print ad in fall 2019 edition of Stalk Hunting Southwest Montana, a printed publication from Outside Bozeman magazine with a print distribution of 7,500.</p>	FYGlendiveCVBprintadcopy.pdf

		expensive summer travel guides that are regionally connected to our travel routes such as the MonDak, Bismark Tribune, and local Visitor and Relocation guide.					<p>Discovering the MonDak travel guide</p> <p>We placed print ad in the MonDak travel guide booklet distributed through the local/regional newspaper Ranger Review, 3,200 copies were distributed throughout Eastern Montana and into North Dakota.</p> <p>Based on the success of this method in meeting the objective to distribute promotional messaging through print media we will continue to use the method.</p> <p>Ad copy examples are attached.</p>	
Consumer	Travel/Trade Shows	This past year we partnered with SE Montana and attend the March Outdoor Show in Minneapolis, MN and found the visitor traffic and connection positive and encouraging. We are looking to do the same in 2020, unless we can find a similar show in Regina, Canada to expand our invitational footprint.	Trade shows are the only direct contact we have to extend personal invitation to specific visitors outside our region. We know through ITRR, SE Montana guide distribution and the new Desitination data by county that we have a strong attraction to the Minnesota visitor. We also see we have connection and opportunity to build on the Regina visitor.	Success will be measured by response and inquiries received from attending/displaying at trade shows. We will track attendance at the trade shows to measure potential audience reached. We will track the number of appointments, if any are made at shows or follow-up post show. We will also track the number of promotional items distributed at the show as an estimate of audience reach.	These are areas we consistently see folks from who stop in our Glendive VIC while they are visiting Glendive or traveling through. The new by county Destination Analyst data also provides insight on where are visitors generally come from such as Minnesota.	\$2,000.00	<p>\$1,207.76 was spent prior to the new executive director coming on board in March of 2020. Details of all the trade show expenses are unknown. Plans to attend trade shows in Spring of 2020 were cancelled due to COVID19 pandemic.</p> <p>The transition between the previous and current executive director in FY20 has resulted in information not being available for reporting. Specific details on marketing activities is not available. Measures have been taken to record and retain appropriate information going forward.</p> <p>This method will be continued as part of future marketing plans as it was shown to be valuable in the past.</p>	
Consumer	Travel Guide	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 are looking to expand the narrative and written history of our community in the update that will be done this year. We want to really showcase our brand pillars as well as providing	Past experience and marketing data shows a preference for printed as well as digital travel guides. We continually have requests for a guide and we continually distribute the annual printed inventory so we know there is a demand.	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.	\$1,000.00	<p>Yes. This method was successful as we met our objectives.</p> <p>Although only \$698 funds were spent in FY20 as this was a continuation from FY19 method/project. A total 2,000 Travel Guides were printed and distributed in FY20 to 5 hotels, various local businesses, and gas stations. The travel guide was also sent out to fulfill requests from our VIC and surrounding VICs, including Medore, ND. All Travel guides were distributed within the year.</p> <p>Based on the success of this method, we will continue using this</p>	FY20TravelGuidemethod.pdf

		practical information on where to stay, dine, and what activities and experiences are available to participate in.			These drive areas often do not have reliable cell or internet service connections and local regional rest stops, chambers, VIC's can provide printed visual resources to help encourage the visitor to stop in Glendive for a meal, and overnight, some exploration.		method and increase the distribution to more outlying areas based on requests. Copies of the final piece are on file at the organization and attached.	
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.	Our objective is to put a visual promotion in front of as many people as possible using a printed postcard available for pickup or that can be handed out to attendees, visitors, customers, etc. We will track success in meeting that objective by tracking the 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.	\$1,000.00	Yes. This method was successful as we met our objectives. VisitGlendive created and printed custom postcards featuring beautiful scenic photography of area attractions to be used as promotional handouts and mailers. All the postcards were distributed through local events and through our VIC with over 1000 pieces being distributed. Based on success of the FY20 project this method will be continued. Attached is copy of printed material.	Visit Glendive Bell Street Postcard.pdf
Consumer	Online/Digital Advertising	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. Share the Local Experience and Makoshika State Park campaigns were successful and inspired engagement. We will expand this year to also ad Dinosuar Experiences into this targeted marketing rotation.	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 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. This digital marketing approach is nimble and allows for quick adjustment and adaptation when and if we find one target community is not getting the results we would want to see.	Success will be measured by engagement and response to digital campaigns and promotion. We will track website analytics such as the number of impressions delivered through geofencing or click through rates to our website or other relevant specific metrics depending upon the digital platform.	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. This past year we saw great success with way about average click through rates, especially regionally with as high as 1.7.	\$8,500.00	This method was successful as we met our objectives. Visit Glendive employed Geofencing (location-based service that businesses use to engage their audience by sending relevant messages to smartphone users who enter a pre-defined location or geographic area) in the first half of FY20. A total of 600,000 impressions were delivered in the months of July, August, September and October of 2019. This method was successful, but unfortunately the budget would not allow for the campaign to extend beyond fall of 2019. The method will be continued and may be modified.	
							Yes, this method was	

Consumer	Opportunity Marketing	<p>We have had the opportunity to partner with SE Montana marketing programs in 18-19 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.</p>	<p>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. SE Montana's larger budget, role and ability to have an agency of record gives us access to data that we would not have the resources to acquire, research, or tabulate.</p>	<p>Opportunity projects included 1) advertise in SEMT travel guide successes will be measured by distribution. 2) place ads in Distinctly Montana magazine success measured by distribution 3) radio ad promotion of the BBQ in the Bad Lands and Brewfest event. Success will be measured by placing 95 radio spots over 5 days.</p>	<p>We have had great partnership and success by participating in marketing opportunities that have been made available with our Regional partner, SE Montana. We will continue to look to participate in these opportunities moving forward as we move into the new year and are placing money in this budget line in anticipation of future collaborative marketing opportunities.</p>	<p>\$5,000.00</p>	<p>successful and we met our objective.</p> <p>We had an opportunity to advertise in the Southeast Montana travel guide leveraging their distribution network and audience reach. Southeast Montana Travel Guide - 150,000 print copies; see ad copy attached</p> <p>An opportunity presented itself in late FY19 whereby an ad agency found space at a good rate for ads in two editions of the Distinctly Montana magazine. The ads ran in the Spring and Summer issues; see attached ad copy. We spent \$1,500 in FY20 for promotional print ads in two publications of the Distinctly Montana magazine. Each issue has a distribution of 20,000 copies and a shelf life of at least 3 months each; readership of approximately 140,000 per issue.</p> <p>We had the opportunity to promote Glendive at the BBQ in the Badlands & Brewfest event held September 29 2019 at the Dawson County Fairgrounds. We advertised on the local radio stations KDZN-FM and KXGN-AM to promote attendance. A total of 97 :30 second spots were broadcast 9/23-9/28/2019 on stations in the Marks Radio network:</p> <p>Glendive: KXGN 1400 AM- AC Pure KDZN 96.5 FM -New Country</p> <p>Forsyth: KIKC 1250 AM/94.5 FM KIKC 101.3 FM</p> <p>Miles City: KMTA 1050 AM/95.3 FM- Oldies KYUS-FM 92.3 FM- AC</p> <p>Sidney: KG CX 93.1 FM- Classic Rock</p> <p>North Dakota Radio Stations Williston: KDSR 101.1 FM- JACK FM (AC) KXWI 98.5 FM- New Country</p> <p>Dickinson/Belfield: KXDI 93.9 FM- New Country</p> <p>This local radio advertising complimented/expanded statewide promotion as the event is listed on VISITMT.COM and various other media outlets including the</p>
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OpportunityMarketingAdCopy.pdf

							<p>Chamber's social media channels thus expanding the audience reach. Radio ad copy and schedule information on file at the organization.</p> <p>This method was successful and will continue.</p> <p>See attached ad copy.</p>
Marketing Support	Fam Trips	<p>We will work to help fund local food, and experience while here in our community. We will also plan to provide small reminder tokens of our community that they can take to keep their experiences here a little more present when they leave. These will always be a collaboration with our regional partner, Visit Southeast Montana who we will work to provide thematic-specific itineraries that will attract people to write about or plan visitation to our community.</p>	<p>As posed in a 2016/2017 Reseach Study by the Journal of Tourism Research:</p> <p><i>Tourism intermediaries provide information on tourism destinations, even if travellers have not chosen to use their services. This source of information could be considered to be an induced image-making factor that is crucial for tourists' perception of different tourism destinations (Gartner & Bachri, 1994). The image of a destination is shaped either by the experiences of tourists who have visited the destination themselves or through information they receive from external factors. According to Strydom and Nel (2014), the image originating from information provided by tourism intermediaries is equally important to the image shaped by tourists themselves. Consequently, tourism mediators are the first and most influential link in the tourism flow chain (Gartner & Bachri, 1994). Thus, the promotional efforts of both individual tourism service providers (at a micro-economic level) and destination promotion organisations (at a macro-economic level) are oriented towards finding optimal methods to motivate tourism intermediaries to promote the destinations to more tourists (Koutoulas et al. 2009).</i></p> <p>Our goal in woring with Visit MT or Visit Southeast Montana when FAM tours are in our community or region, we will work to increase the understanding and impression of the visitor experiences available in Glendive.</p>	<p>Success will be measured by the promotional media recieved by hosting press/influencers/bloggers, etc. We will consider the method successful if influencers are made aware of the Glendive.</p>	<p>This is a new budget item and with the upcoming TBEX convention in Billings which is a partnership with Southeast Montana to bring FAM trips to our community, and Makoshika State Park, our local CVB wants to have the budget to assit making their visit here a wonderful and memorable experience.</p>	<p>\$750.00</p>	<p>No funds were spent in the fams method in FY20. Although Visit Glendive participated in the TBEX conference by hosting influencers in a post-conference fam that activity fell under a Joint Venture method instead. See Joint Venture for reporting.</p> <p>We will continue to consider this method in future marketing and take advantage of an ever-growing marketing tool.</p>
				The objective for Administration budget is to spend funds appropriately			

Marketing Support	Administration	This is the 20% estimate amount is based on our estimated bed tax collection for our community for the FY 20 year which is provided from the state tourism office gathered from years of historical data and trends.	This is what is allowed and though we know it does not cover all staff time or administrative expenses. It allows for simply accounting to support our ability to financially administer the program.	and efficiently for managing the organization's operations. Per statute, the maximum allowed for the Administration method is no 20% of the total annual lodging tax receipts. Success will be determined by the total spend in the Administration method; if it is 20% or less, we will consider the method successful.	The marketing planning, implementation and evaluation takes professional and quality staff investment of time and dollar. The 20% administrative fee allowed goes to support that investment.	\$4,350.00	We were successful in meeting our overall objective of staying within the allowable 20% for the Administration budget. We will continue to use this marketing method.	
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 supporting material here is the new research data and methods that are shared and having new information to support our local tourism marketing and promotional work. It is also the only concrete time to get face to face networking, learning and sharing with others doing this work in CVB's throughout Montana.	Success will be measured by attendance of the executive director at quarterly TAC meetings and the Governor's Conference. In addition our objective is to acquire information, strategy or research data access point from each meeting to better inform our decisions on our local marketing.	We have the opportunity to connect with others in our state within the tourism industry a minimum of 4 times of year. This provides the ability to fund the annual required TAC travel.	\$3,000.00	This method was successful. The executive director attended all quarterly TAC meetings, both in-person and virtual. The annual Montana Governor's Conference on Tourism and Recreation was scheduled for April 2020 in Billings but was cancelled due to the COVID19 pandemic and specific restrictions on gatherings and travel. This method will be continued.	
Marketing Support	Wayfinding	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 there is signage in and out of Makoshika State Park, we can measure views by the number of annual visitors.	Success will be measured based on the completion of a wayfinding project, which may include tracking the number and location of new signage as well as the maintenance of existing.	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.	\$500.00	No funds were spent on Wayfinding in FY20. Existing signage was adequate and in good condition and did not need replacements. We will continue using this method and update signage in the following year and access these funds.	
Marketing Support	Billboards/Out-of-Home	We are in a travel area that often has limited or no cell service which can eliminate internet access as well. Our Billboards coming from East and West are quick reminders that we are not far ahead on the drive and a great place to stop and Stay, Dine, Play etc.	Department of Transportation road travel numbers are the data source for the possible views of these messages and invitations to stop and explore Glendive.	Success will be measured based on the completion of design, production, installation and maintenance of billboards.	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.	\$6,000.00	Yes. This method was successful. The billboard project including design, production and installation of a billboard was completed in FY20. The billboard is located on Interstate 94 at Hathaway MT. This method will be continued. See attached photo.	Fy20Billboard.jpeg
Marketing		This will cover Glendive Stickers and trade show promotional	How do you measure brand lift? This is a small but important part	Number of items distributed throughout the year at each individual event, group and location that they are available to.	With Trade Shows, Fam tours, meetings and small conventions in our community. Visit Glendive promotional items		Yes this method was successful. We met our objective. Custom vinyl stickers were designed and 1,000 were printed in August 2019 and distributed throughout the year in FY20. Visitors collected the promotional items increasing the Visit	

Support	Promotional Items	items for Glendive CVB & VIC.	of community hospitality and invitation.	Individual response to the promotional item by those that receive them .	are a great way to give brand lift and reminders to those we connect with that we are a place to plan to visit and explore.	\$1,500.00	Glendive brand awareness. We will continue to use this method. See attached photo.	VisitGlendivePromoltems.jpg
Marketing Support	Joint Ventures	A placeholder in case there is a project presented we would like to participate in.	TBD by project parameters.	Visit Glendive will partner with Visit Southeast Montana and other state tourism partners to participate in the TBEX (Travel Bloggers Exchange) conference held in Billings in September 2019 and host a post conference FAM tour.	This is a placeholder if a MOTB opportunity arises.	\$1,000.00	This method was successful. Visit Glendive was able to partner with Visit Southeast Montana and other state tourism partners to participate in the TBEX (Travel Bloggers Exchange) conference held in Billings in September 2019. Visit Glendive hosted a post-conference fam tour. A total of 25 bloggers/influencers participated. Box lunches were provided to the participants for two days. The group visited Glendive and area attractions; see fam itinerary attached. Earned media (blog posts, articles, photos) and details to come from Southeast Montana. This method will be continued as opportunities arise.	TBEX fam trip Glendive .docx
Marketing Support	Digital Asset Management/Aquisition	We will continue to build our digital photo library and Glendive promotional video library. We are looking to continue to develop active photography of users engaged in our great amenities here such as paleo experiences, fishing, hunting, eating shopping, etc. We also want to build specific 20 second videos highlighting the great amenities	10 Reasons Why Photography Is Crucial In Modern Marketing by Melissa Friedman The power of visual communication has reached an all-time high with the rise of digital and social marketing – media that modern marketers use to promote their content and brands. As a result, photography is becoming more crucial to the promotion of a product or service than ever before. Here's why: Grabs attention, Speeds processing, Improves nonverbal communication, Adds viral options, Improves understanding, Influences emotion, Solicits action, Increases engagement, Creates a favorable perception, & Drives sales. We are focusing ongoing digital targeting campaigns along with our own direct managed social media	Success will be measured by creating a top-notch video piece.	We continually build upon our digital photo and video library. We will work with our local and regional partners to create and load content establish a VisitGlendive YouTube channel to provide an access storage location for our videos in particular. Social Media channels require extensive photo and video assets therefore this method is an investment with lasting value and more cost-	\$2,000.00	The method was successful. The video project crossed two fiscal years with expenses in both. The video was created in FY19 and posted and distributed in FY20. We met our objective. Glendive collaborated with Southeast Montana to produce videos in the region using Windfall Ad Agency to create a top-notch video piece to be used on the VisitGlendive.com website and social media channels as well as electronic advertising and messaging that may arise in the future. A third party vendor provides website maintenance and analytics. A transition in providers resulted in no analytics being available for FY20. Tracking will	

Description	File Name	File Size
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

Description	File Name	File Size
FY20 Required Documents	Glendive CVB FY20.pdf	542 KB

