



Grant Details

95522 - FY21 Region/CVB Marketing Plan

101286 - FY21 Glendive CVB Marketing Plan

DOC Office of Tourism

Grant Title: FY21 Glendive CVB Marketing Plan
Grant Number: 21-51-018
Grant Status: Underway
Comments:
Applicant Organization: Glendive Area Chamber of Commerce & Agriculture
Grantee Contact: Billie Pew
Award Year: 2020
Program Area: DOC Office of Tourism
Amounts:
Contract Dates:

	Contract Sent	Contract Received	Contract Executed
Project Dates:	06/15/2020 <small>Proposal Date</small>	07/01/2020 <small>Project Start</small>	06/30/2021 <small>Project End</small>

Grant Administrator: Barb Sanem
Contract Number: 21-51-018
Award Year: 2020

Contract Dates

<small>Contract Sent</small>	<small>Contract Received</small>	<small>Contract Executed</small>	<small>Contract Legal</small>
------------------------------	----------------------------------	----------------------------------	-------------------------------

Project Dates 07/01/2020
 06/30/2021

<small>Project Start</small>	<small>Project End</small>
------------------------------	----------------------------

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?

Nestled between Makoshika State Park and the Yellowstone River, Glendive offers an exciting and diverse array of activities and sites for travelers to enjoy. Whether it is hiking Makoshika State Park, hunting or sight-seeing the various wild animals or looking for agates along the river, the things to do are only limited by your sense of adventure.

Glendive and its surrounding area encompass some of the most diverse scenery from the rolling hills of the cattle and farm lands and the meandering Yellowstone River to the incredible badlands beauty right here in our backyard, Makoshika State Park.

Seekers of Historic Adventure could find few places with as significant historic sites such as the Hagan Site; dinosaur and archeological digs in the badlands or fishing for trophy prehistoric paddlefish. Glendive has many unique draws for the Geo Tourist, it is our hope to better market these opportunities.

Potentially one of the greatest strengths is location, location, location. With easy access from all directions, Glendive is located in the middle of a hub with almost equal distances from Billings; Bismarck, ND, Rapid City, SD; and Regina, Canada. Right on Interstate 94 and a major hub for BNSF, Glendive is the west gateway to the Bakken region that has made Glendive a logistical stopping ground for many business travelers.

Other strengths include:

- Makoshika State Park
- Yellowstone River boating and fishing

Intake Diversion Dam -paddfishing

- Museums
- Art galleries
- On the Dinosaur Trail - one dino museum, one history museum also featuring dinosaurs and Makoshika State Park home to Triceratops
- Hunting
- Transportation hub:

1. On Interstate 94,
2. Highway 200,
3. Highway 16 North,
4. CapeAir to Billings 2/day,
5. Bus service, east/west bound
6. Urban transportation within the community
7. Taxi service

- West entrance to the Bakken region - energy industry business traveler
- Unique shopping including:

1. Niche market clothing and household furnishings
2. Quilt shop - rated as one of top 10 in USA
3. Handcrafted high-end jeweler, custom artisan and retail studio
4. Custom potter, custom artisan and retail studio
5. World-renown western bronze sculptors, Pamela Harr and the late Harvey Rattey
6. Multiple custom photographers.
7. Hell Creek Music and More - a most unique musical instrument and pop culture store and venue

- Multiple green areas; parks, walking trails, picnic areas

Glendive's opportunities for tourism have increased in many areas including:

- Recent increase in hotel options to well over 500 rooms giving us the opportunity to host larger events:

1. tournaments,
2. reunions,
3. regional high school and college sporting events
4. conventions.

- many venues for large events including:

1. Dawson Community College fields, gymnasiums and auditorium
2. Dawson County High School fields, gymnasium and auditorium
3. Eastern Plains Event Center,
4. Moose Lodge,
5. Makoshika State Park,
6. Lions Youth Camp,
7. Dawson County Fair Grounds

With increased awareness, tourists will marvel at the wonders of Makoshika State Park

- Biking,
- Hiking,
- Folf,
- Amphitheater,
- Lions Camp,
- Bird watching,
- Nature camping,
- Sight-seeing,
- Photography

Sporting Venues - Glendive has:

- 9 indoor basketball courts: among them, DCHS (2750 seating capacity), DCC (2000 seating capacity). The Makoshika Tournament currently hosts up to 100 teams to Glendive.
- College level baseball and softball fields
- Many Little League, Babe Ruth, and Legion level baseball fields
- Community softball complex
- Tennis Courts (10)
- Trap Shooting, Pistol, Rifle, and Archery Club sites
- Skate Board Park
- Roller Skating venue
- Bowling Alley
- Public Golf Course

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.

Another challenge that Glendive as a community has encountered as well as many other communities in Southeast Montana is the COVID-19. As this challenge is in the middle of our tourism season as well as other communities tourism season in Montana, we will work to meet the challenge and overcome the challenge with increasing our electronic/digital advertising and work on compiling a "virtual tour" of our attractions with increased shareable videos. Currently the large gatherings and/or events have been cancelled or postponed, we will increase our "reach" and inform travelers when the large events are coming up via our website, facebook, instagram. This new challenge will affect our traditional targets but working to keep the web pages updated and the community and travelers informed through electronic/digital advertising will generate more interest in our area and create new targets such as virtual tours.

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 21 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 other CVB's. We will continue to explore, budget and participate in these opportunities. These currently include microsities, 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 and a pocket accordion map with the Glendive area.

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.

Optional: Include attachment here:

Marketing Segment, Method & Budget

Marketing Segment	Marketing Method	Describe your method.	Provide supporting research/statistics.	How do you plan to measure success?	Provide a brief rationale for this method.	Estimated budget for method.	Marketing Method Evaluation	Add'l Attchmnt
Consumer	Printed Material	<p>These would be Visit Glendive Postcard invitations and other small items which we can print internally and do not send to the outside printer.</p> <p>Example: those that stop in our VIC can send an invitation or take a postcard with them.</p> <p>These are promotional items that are to help many be ambassadors for our community.</p> <p>They are the promotional goodwill items we share with the public.</p>	<p>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.</p>	<p>Number of postcards taken from local trade shows when VisitGlendive is promoted and from the VIC throughout the year.</p>	<p>There is no way to truly measure these items.</p> <p>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.</p>	\$1,000.00		
		<p>We have discovered through a number of community events such as Makoshika Basketball and</p>		<p>After boosting two years ago in this drive radius we have gained competitive chefs</p>	<p>Every Social Media campaign boosted on Facebook</p>			

Consumer	Social Media	<p>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>This is for Facebook, Instagram, and Twitter simple boosts for community wide events. Not a full digital targeted campaign. Simple artwork for generic ongoing posts.</p>	<p>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>We would like to keep our followers at 100+ per post on Facebook, Instagram, and Hootsuite and add extra "boost post availability".</p>	<p>provides data on your reach, engagement and audience. We evaluate this data as well as feedback from the local county museum and state park to ask where they consistently see visitation from. Also, the Chamber shares local participation data from competitive events.</p>	\$1,000.00		
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 stop at another VIC.</p> <p>We are looking to expand the narrative and written history of our community in the update that will be done this year.</p> <p>We want to really showcase our brand pillars as well as providing practical information on where to stay, dine, and what activities and experiences are available to participate in</p>	<p>The main Glendive source for accessing, hotels, restaurants and community amenities will be the VisitGlendive.com website.</p> <p>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.</p> <p>We are on the I94 driving corridor as well as the North-South route of travel through Eastern Montana. 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.</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>We would measure how success by how many of the 2,000 printed are picked up annually from local and regional distribution points.</p>	\$1,000.00		
Consumer	Travel/Trade Shows	<p>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</p>	<p>These are areas we consistently see folks from who stop in our Glendive VIC while they are visiting Glendive or traveling through.</p> <p>The new by county Destination Analyst data also provides insight on where are</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>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</p>	\$2,000.00		

		can find a similar show in Regina, Canada to expand our invitational footprint.	visitors generally come from such as Minnesota	How many promotional items did we distribute during the show?	have a strong attraction to the Minnesota visitor. We also see we have connection and opportunity to build on the Regina visitor.			
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.</p> <p>We will also continue to do smaller less 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>	<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>	<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>We will look to the publication print quantities and distribution data for each item we place print advertising in.</p>	\$3,000.00		
		<p>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</p>	<p>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.</p>	<p>The impressions purchased per campaign and month as well as the click through</p>	<p>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.</p> <p>As we are in a rural area and need a method that can give us a larger regional</p>			

Consumer	Online/Digital Advertising	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 Dinosaur Experiences into this targeted marketing rotation.	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.	engagement rates to our website are promptly provided, evaluated and adjusted if needed.	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.	\$8,500.00		
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.	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.	Our annual financial audit is the checks and balance review of this budget item. And the goal is to see our bed tax collections increase over time	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.	\$4,211.00		
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.	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.	To bring home at least one useable new strategy or research data access point from each meeting to better inform our decisions on our local marketing.	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.	\$3,000.00		
		We have had the opportunity to	We have had great partnership and		This will depend upon the opportunity and the supporting data available. For a small CVB such as ours, these opportunity marketing			

Marketing Support	Opportunity Marketing	partner with SE Montana marketing programs in 19-20 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.	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.	This again will be specific to the opportunity and would follow the same evaluation methods as our independent digital marketing, print marketing, etc.	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.	\$5,000.00		
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	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 will depend on the signage identified and its purpose.	Example: if they are signage in and out of Makoshika State Park, we can measure views by the number of annual visitors.	\$500.00		
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.	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.	We will track the annual numbers of daily/annual impressions as provided by the DOT travel numbers.	Department of Transportation road travel numbers are the data source for the possible views of these messages and invitations to stop and explore Glendive.	\$8,000.00		
Marketing Support	Promotional Items	This will cover Glendive Stickers and trade show promotional items for Glendive CVB & VIC.	With Trade Shows, Fam tours, meetings and small conventions in our community. Visit Glendive promotional items 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.	Number of items distributed throughout the year at each individual event, group and location that they are available to. Individual response to the promotional item by those that receive them .	How do you measure brand lift? This is a small but important part of community hospitality and invitation.	\$1,500.00		
		We will work to help fund local food, and experience while						

Marketing Support	Fam Trips	<p>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>This is a newer budget item which will allow SE Montana to bring three individual FAM trips to our community, and Makoshika State Park, our local CVB wants to have the budget to assist making their visit here a wonderful and memorable experience.</p>	<p>We will track how many of the TBEX bloggers write about our community and their impressions of their time here with the help of SE Montana.</p>	<p>Our goal in working 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>	\$750.00		
Marketing Support	Digital Asset Management/Aquisition	<p>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.</p> <p>We also want to build specific 20 second videos highlighting the great amenities to engage in when exploring our community.</p>	<p>We are still working to build a digital photo and video library. We will work with our local TBID to establish a VisitGlendive YouTube channel to provide an access storage location for our videos in particular.</p> <p>The world of instagram and social media marketing requires quality digital assets.</p>	<p>We will try to complete 1 or 2 videos.</p>	<p>We are focusing ongoing digital targeting campaigns along with our own direct managed social media to meet today's visitors in the mediums they are using before they travel, while traveling in our region, and while exploring our community. The success of this is dependent on strong impactful imagery rather it be in photographic or video form.</p>	\$2,000.00		
Marketing Support	Joint Ventures	<p>A placeholder in case there is a project presented we would like to participate in</p>	<p>This is a placeholder if a MOTB opportunity arises.</p>	<p>This would depend on the marketing method.</p>	<p>TBD by project parameters.</p>	\$1,000.00		
						\$42,461.00		

Marketing Method Evaluation Attachments

- Attachment 1
- Attachment 2
- Attachment 3
- Attachment 4
- Attachment 5
- Attachment 6

Attachment 7

Attachment 8

Attachment 9

Attachment 10

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget (optional)
Consumer	Printed Material	\$1,000.00	\$0.00
Consumer	Social Media	\$1,000.00	\$0.00
Consumer	Travel Guide	\$1,000.00	\$0.00
Consumer	Travel/Trade Shows	\$2,000.00	\$0.00
Consumer	Print Advertising	\$3,000.00	\$0.00
Consumer	Online/Digital Advertising	\$8,298.00	\$0.00
		\$16,298.00	\$0.00
Marketing Support	Administration	\$4,211.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$2,500.00	\$0.00
Marketing Support	Opportunity Marketing	\$4,000.00	\$0.00
Marketing Support	Wayfinding	\$500.00	\$0.00
Marketing Support	Billboards/Out-of-Home	\$8,000.00	\$0.00
Marketing Support	Promotional Items	\$1,500.00	\$0.00
Marketing Support	Fam Trips	\$750.00	\$0.00
Marketing Support	Digital Asset Management/Aquisition	\$2,000.00	\$0.00
Marketing Support	Joint Ventures	\$1,000.00	\$0.00
		\$24,461.00	\$0.00
		\$40,759.00	\$0.00

Miscellaneous Attachments

Description	File Name	File Size
FY21 Glendive budget by Method	Glendive CVB FY21 Budget by Method.pdf	218 KB
FY21 Glendive budget by Method	Glendive CVB FY21 Budget by Method.pdf	218 KB
FY21 Glendive Budget by Segment	Glendive CVB FY21 Budget by Segment.pdf	316 KB
FY21 Glendive Budget by Segment	Glendive CVB FY21 Budget by Segment.pdf	316 KB
FY21 Glendive CVB Budget pie charts - excel version	Glendive CVB FY21piecharts.xlsx	33 KB
FY21 Glendive CVB Budget pie charts - excel version	Glendive CVB FY21piecharts.xlsx	33 KB

Reg/CVB Required Documents

Description	File Name	File Size
FY21 Required Documents	Glendive Required paperwork.pdf	129 KB

