



**Grant Details**

**80683 - FY20 Region/CVB Marketing Plan**

**86700 - FY20 Belgrade CVB Marketing Plan**

**DOC Office of Tourism**

**Grant Title:** FY20 Belgrade CVB Marketing Plan  
**Grant Number:** 20-51-007  
**Grant Status:** Underway  
**Comments:**  
**Applicant Organization:** Belgrade Chamber of Commerce  
**Grantee Contact:** Kristi Gee  
**Award Year:** 2019  
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Proposal Date Project Start Project End  
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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?*

Belgrade is a thriving town built on its established service industries and established community. With the growth within the Gallatin Valley, Belgrade supports retail and restaurant businesses along with a booming housing market.

Due to Belgrade's geographic location, settled next to an international airport, at the crossroads of two major highways, and being just 10 miles from Bozeman - Belgrade attracts and supports tourism traffic with its services, beautiful parks and small town hospitality.

The town is easy to navigate when driving, extremely accommodating in its vast services provided, and offers all the amenities travelers seek along with the Montana, local charm tourists enjoy experiencing.

Belgrade is positioned to attract visitors flying in to visit Big Sky and Yellowstone National Park. Many of these visitors rent condos and homes in Big Sky and require supplies, food and beverage before driving the 45 miles to their destination. We are also positioned to attract visitors returning to the airport or traveling from Big Sky and Yellowstone to visit other areas of Montana. Our location is ideal for the stop or a stay when visiting.

**Belgrade, Montana's Strengths**

Location - Belgrade is positioned at the intersection of two major highways traveled by tourists. Interstate 90, which offers travelers Eastward access towards Billings and Westward access towards Missoula, and other destinations such as Helena and Glacier Country. State highway 191 is the main and very scenic route to Big Sky and West Yellowstone. There is also easy access to Virginia and Nevada City and Lewis and Clark Caverns. Belgrade is less than one to two hours from some of our most spectacular, unspoiled nature and charming small towns, not to mention Yellowstone National Park. It is also home to Bozeman Yellowstone International Airport, the busiest airport in our state.

Shopping and Dining - Belgrade offers a number of locally owned and chain restaurants, kitschy shops, ranch stores and antique shops that provide an authentic, Montana experience.

Parks & Events - Our small community is home to two major parks and six smaller neighborhood parks. Lewis & Clark Park, located just off of main, has a splash park and picnic shelters. Gallatin Speedway hosts car races every Friday night from Memorial Day to Labor Day. In the winter, we have two ice skating rinks, complete with warming huts.

Travel Services - Bozeman Yellowstone International Airport offers 11 direct flights to Bozeman from major cities and is the busiest airport in Montana. To support the large number of visitors, we have partnered with Bozeman to have a Visitor Information Center at the airport, and the rental car companies have increased their fleets and services. Belgrade is a great first stop when arriving in Montana due to its next-door location to the airport.

Yellowstone National Park - Belgrade is located within 90 miles of Yellowstone National Park, one of the most popular national parks in the United States. The park attracts tourists due to its reputation for wildlife viewing, geysers, hiking, camping, and other tourist attractions in the summer and winter months.

Year Round Recreation - Yellowstone Country Montana offers year round recreation which draws tourists to the area, whether drive or fly traffic. Belgrade is a hub for tourists traveling to Big Sky Resort, fly fishing on the Madison River, white water rafting and kayaking on the Gallatin River, and accessing the extensive trail systems within Yellowstone Country Montana. We are 40 minutes from two major Ski Areas, and access to thousands of miles of snowmobiling, cross country skiing and snowshoeing.

Lodging Establishments - Belgrade houses 311 hotel / motel rooms along with a handful of privately owned vacation rentals to offer a comfortable place to spend the night before heading out to their final destinations or day trips, or even when heading back home via Bozeman Yellowstone International Airport. Our lodging offers many amenities, including laundry services and breakfast.

### **Belgrade's Opportunities**

Belgrade has an opportunity to capitalize on drive traffic from I-90 or travelers who have flown into the Bozeman Yellowstone International Airport. By educating travelers on the services available in Belgrade, the goal is to increase the ease of their travels and offer a Montana experience. Because of its central location, Belgrade is the gateway to some of Montana's finest attractions, most within a hours drive.

### **Belgrade, Montana's Challenges**

Destination Challenges- Belgrade is not a stand-alone Montana destination community for tourist, nor is it very well know. Even the airport, which is located in Belgrade, has the name "Bozeman" and "Yellowstone" included, which drives visitors to those locations. One of the biggest challenges lies in letting the visitors know that we exist and have amenities to serve their needs. Local car rental companies, Google Maps and even vacation travel sites do not communicate the close proximity and availability of services to our visitors.

Seasonal Traffic - Like many other areas of Montana, Belgrade is affected by seasonal traffic patterns of tourism, which results in above average and low occupancy months.

We want to have tourists make Belgrade their "base camp". We are close to many attractions and by staying in Belgrade you can do them all.

### **Belgrade Alignment with Montana Brand Pillars:**

More Spectacular, Unspoiled Nature - Belgrade is settled in the heart of the Gallatin Valley. Regardless of the direction one looks, the city is surrounded by mountain ranges - The Bridgers, The Spanish Peaks, and The Tobacco Roots. Belgrade is also on the cusp of wide open farm lands, which offers a different scenery than snowcapped mountains.

Vibrant and Charming Small Towns - Belgrade is a vibrant, charming small town. There are antique shops, parks, picnic areas, farm and ranch stores, recreation, and a quaint downtown. With lovely landscapes and smiles on every corner, the town is warm and welcoming to all travelers and locals alike.

Breathtaking Experiences By Day - Yellowstone Country Montana offers a number of outdoor recreation adventures and historic draws for visitors. Whether it's a day hike to a mountain lake, guided fishing expedition, experiencing a day on the slopes of Bridger Bowl Ski Area or a trip to the Lewis and Clark Caverns - there will never be a dull day when visiting Belgrade, Montana.

### **Describe your destination.**

Throughout all marketing methods outlined, Belgrade will inspire online interactions by speaking to the need of the Montana traveler. From there, the user will be directed to the Visitor's page on the Belgrade Chamber of Commerce's website where they'll be oriented with the town and its services. Pictures on the website and visitor page of the beautiful landscapes surrounding Belgrade will give the visitors a vision of Montana's beautiful mountains and wide open spaces. With clear communications and visual stimulus, we will facilitate the rendering of Belgrade services. We want travelers to make Belgrade their "base camp". Our marketing this year will gear towards letting travelers know that we are so close to so many attractions, that they can do it all by staying in Belgrade. With this plan, we are hoping that travelers will stay in our hotels, eat in our

restaurants and shop on our stores. Digital marketing is working well and the plan is to expand on that. With our marketing firm, The Nest Collective and digital marketing firm Hagadone Digital, we plan to put more effort into digital marketing.

**Optional: Include attachments here**

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

## Target Market

### Demographics

- Ages 23-65
- College graduates, families, sports/outdoors, travelers, winter enthusiasts, skiers/snowboarders
- HHI of \$60K-\$75K or more
- (Source: Montana Brand Book – Defining the Winter Experience)

Overall\*:

- City dwellers, married with children, well-educated, affluent, younger, families, sports/outdoors, travelers, winter enthusiasts, skiers/snowboarders

### Geographics

- Winter (Cold Season) strongest markets for the high potential visitor\*:
  - Minneapolis/St. Paul, Atlanta, Denver, Los Angeles, Chicago, Salt Lake, Houston, Seattle, Dallas, San Francisco and Portland
- Drive markets include towns and communities in our bordering states:
  - Wyoming, North and South Dakota, Idaho, and even Colorado, Washington, Calgary, and AB.
- Markets that offer direct flights to Bozeman Yellowstone International Airport may include (and are sometimes seasonal):
  - Minneapolis/St. Paul, Atlanta, Denver, Los Angeles, Chicago, Salt Lake City, Houston, Seattle

### Psychographic

- Overall\*:
  - Our target audience feels that Montana's appeal is broad "but would be especially strong amongst a person with an easy-going, adventurous spirit."
  - High potential visitors identified as likely to visit the Northern Rocky Mountain region in the next 2 years and find visiting the state of Montana for leisure to be an exciting proposition.
  - Also identified as frequent travelers, male oriented, strongly attracted to Montana's tourism offering, familiar with Montana's tourism offering, likely repeat visitors, outdoor-oriented travelers, heavy consumers of recreational activities centered around day hiking and visits to the National Parks.
  - Desired activities on a Montana trip include hiking, visiting Glacier and Yellowstone National Parks, dining out, visiting Lewis and Clark-related historical sites, driving scenic byways, exploring small towns and villages, etc.

- Niche segments include\*:
  - Family Travelers and History Buffs (each account for approximately 1/3 of travelers from the states key target markets)
    - Index high on outdoor psychographics, have high incomes and would expect to spend more and stay longer in the state than other travelers.

\*(Source: Montana Destination Brand Research Study – October 2016)

We also got the statistics from Bozeman Yellowstone International Airport that will help us to understand where are visitors are coming from.

b. *What are your emerging markets?*

### **Emerging Markets**

Emerging markets for Belgrade include individuals and families that vacation in Montana and decide to relocate to the area. Gallatin County is growing and Belgrade is maintaining the same growth average as the County at 3.1 percent (source: Bozeman Chronicle/U.S. Census). We will take a look at any new direct flights coming on in FY20 as well as new drive markets.

### **Facilitation**

We provide helpful tools to visitors so that they can easily find and utilize the services we have in Belgrade. Our website and landing page (<https://visitor.belgradechamber.org/>) contains a map and listing of services available which can assist them when arriving in the area and at Bozeman Yellowstone International Airport. There are also two visitor centers available to the traveler – at the airport and downtown Belgrade. We ran (2) Facebook paid ad campaigns and a Display/Geo Fencing digital marketing campaign to increase awareness of the winter season in Belgrade, MT. Our goal was to drive potential out of state visitors to our area by advertising Belgrade and what the surrounding area has to offer in the winter. We use these campaigns to drive qualified traffic to our site/Landing Page to learn more about what our area has to offer and track physical visits to Belgrade!

**Optional: Include attachments here.**

c. *What research supports your target marketing?*

### **Supporting Research**

Warm Season Traveler Demographics:

<http://www.mercurycsc.com/work/montana-office-tourism/>

*Note that this page is no longer on their site, so not sure what to do about that.*

Winter/Cold Season Traveler Demographics:

Montana Brand Book - Defining the Winter Experience

[http://marketmt.com/Portals/129/shared/docs/pdf/MTOT\\_WinterExperience091511.pdf](http://marketmt.com/Portals/129/shared/docs/pdf/MTOT_WinterExperience091511.pdf)

Overall Demographics, Warm Season Geographics, Psychographics, Niche SEgments:

Montana Destination Brand Research Study - October 2016

<http://www.marketmt.com/Portals/129/shared/docs/pdf/Montana%20Brand%20Exploration%20Research%20-%20Final%20Report%20of%20Findings%20V2%20-%20Novme...%20%28004%29.pdf>

**The demand for retail and restaurant business to nonresident travelers:**

<http://www.itrr.umt.edu/>

Hagadone Digital also uses their own technology to target potential non-resident visitors using their online behavior and profiles.

## Our Goals:

### 4. Overall Goals

- Highlight Belgrade as an essential hub when traveling to and from tourism destination locations and the Bozeman Yellowstone International Airport. Promote the local businesses as supportive, knowledgeable, and most of all convenient for travelers.
- Position Belgrade as a convenient exit on I-90 for services needed to support drive traffic.
- Capitalize and support the tourism efforts of Bozeman, Big Sky and West Yellowstone and surrounding areas.
- Continue to improve our marketing with the assistance of the Bed Tax Funds and form a TBID to help with local marketing, signage, and beautification. Our goal is to market to non residents within our target markets and demographics we've outlined to get the right message in front of the right visitor at the right time. Measuring an ROI is important by driving qualified traffic to our site/landing page. We are also able to measure physical visits to our hotels, restaurants, shops, etc to help show success of the bed tax marketing dollars.

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

At this time, we are not planning to participate in any joint ventures for FY20. With such a small budget, many of the Joint Ventures are not feasible. If the opportunity arises during the fiscal year for a small joint venture, we would like to participate in a Joint Venture opportunity that fits our budget and goals. We are optimistic that we can add similar programs (Facebook and Geo Fencing campaigns) to what we are currently running as they have been beneficial and effective in utilizing a small budget and measuring an ROI at the same time.

Optional: Include attachment here.

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

We will be collaborating with a joint venture with the Belgrade Chamber of Commerce to redo the entire website to make it mobile friendly and easier to navigate. We would like to participate in a Joint Venture opportunity with Facebook Ads and Geo Fencing technology. Working with our regions and CVBs (Yellowstone Country and Big Sky) could be beneficial in promoting our winter season campaigns together to help stretch out budget further.

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

We did not participate in any Joint Ventures in FY19. We will be looking to take part of those in the future.

Optional: Include attachments here.

Optional: Include attachments here.

Bedtaxpiechart.xlsx

Optional: Include attachment here:

## Marketing Segment, Method & Budget

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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	Online/Digital Advertising	<p>Geotargeted digital advertising will be used to reach our target audience/demographics in the key markets where they reside. The goal is to educate the travelers of the options located at/near the airport when arriving for their Big Sky and/or Yellowstone Park vacation. By geotargeting our message, Belgrade will efficiently maximize the provided budget in a manner which will also provide concrete tracking and reporting tools to monitor and adjust the campaign(s) as necessary. We will do a main focus on the Winter (Cold Season)markets to bring more business locally during that time, which is the weakest business season for our community. Additionally, we have the services these travelers desire before they commence thier travels to their winter vacation destinations. Digital Marketing/Advertising can not only stretch our budget further than traditional advertising, but we can reach our target audience in target markets by their online behaviors and profiles. We can also measure an ROI for each campaign based on metrics we set for success (Site visits, Physical visits, etc).</p> <p>In summary, we will target our messages to:</p> <p>Gender: Male; families, sports/outdoor enthusiast, winter enthusiasts, travelers, skier/snowboarders</p> <p>Age: 23-65</p> <p>HHI: \$60-75K or more</p> <p>Inten/Contextual Targeting: Winter travel to Big Sky and or Yellowstone in addition to Yellowstone Country in general.</p>	<p>Montana Brand Book- Defining the Winter Experience; Montana Destination Brand Research Study- October 2016</p> <p>This target audience are city dwellers, married with children, well-educated, affluent, and younger.</p> <p>Winter (Cold Season) target markets will be the direct flight markets: Dallas, San Francisco, Portland, Minneapolis/St. Paul, Atlanta, Denver, Los Angeles, Chicago, Salt Lake, Houston and Seattle. The targeted drive markets are Canada, Washington, Idaho, Wyoming, North Dakota and South Dakota.</p>	<p>We want to see at least a 0.08% average click through rate for each month the campaign is running. We also want to have at least 5 conversions to our landing page for each month.</p>	<p>Geotargeted online advertising can best reach our potential customers and travelers in their markets and when they are searching for travel and travel amenities.</p>	<p>\$15,000.00</p>	<p>Yes, our campaign was successful. We saw at least .14% average click through rate and 6 conversions to our landing page for each month the campaign ran. The campaign ran in the direct flight markets as well as the targeted drive markets.</p> <p>This method has been successful for our campaigns over the last couple of years, we will continue this method in the future. For us, with a limited budget, we feel this is the best bang for our buck to get our messaging in front of many potential visitors. It does not cost as much as print ads and our budget does not allow for billboards or commercials.</p>	<p>BCOC Montana Outdoor Buffalo Ad 1.png</p>

Consumer	Social Media	<p>Belgrade will utilize their Facebook page to offer monthly content and creative to solidify the consistency of the online campaign. This will also provide a traffic source to the Belgrade Chamber of Commerce's visitor page on the website. The goal in utilizing social media is to increase fan base, awareness of Belgrade services and increase Belgrade's exposure. At least one post will be made daily. The opportunity budget will also help support this marketing method by boosting posts for additional exposure opportunities.</p>	<p>Again, our research has shown our target market uses technology to plan and explore destinations before they arrive and are frequent and heavy Internet users. Social Media is an effective internet marketing tool. We have the opportunity to market to large groups of people at a minimum expense, who by their activity have shown interest in Montana and all of the attractions and outdoor activities. We can push more people to our website, where they can learn more information about Belgrade to help them plan their current or future vacations or business trips.</p>	<p>We plan to have 1000 likes on our Facebook page by the end of FY20.</p>	<p>Our rationale is with a small budget to get the best bang for our buck. Our advertisements will increase the "likes" to our Facebook page and increase the traffic to our website. Each person who likes our page will be spreading the word. Just like word of mouth is a great advertisement, the same goes for social media. With paid advertisements on Facebook, we can reach a greater, targeted audience and keep Belgrade in their minds when planning a trip to Montana.</p>	<p>\$1,000.00</p>	<p>Yes, this method was successful. We currently have 1,748 followers on our Facebook page. Daily posts about traveling to Belgrade and the surrounding area were made during the campaign. Posts that were receiving comments and likes were boosted to reach more people. This method will be continued in the future. As we build our social media audience, this type of advertising goes a long way with our budget. Hagadone Montana Media develops the creatives and places them for us. We have been receiving more and more comments and likes as our campaigns have been running.</p>	<p>Belgrade COC Facebook Monthly Report (Dec 1 '19 - Dec 31 '19).pdf</p>
Consumer	Ad Agency Services	<p>Our marketing firm, The Nest Collective, has been great in designing eye-catching ads. Our digital marketing firm, Hagadone Digital used those ads to place them in markets with direct flights from Bozeman Yellowstone International Airport. We will be able to</p>	<p>The plan is to let the experts design the creatives. Final approval will be</p>	<p>By keeping an eye on the analytics, we will know if the ad placement is correct. We will meet monthly to look at the reports and</p>	<p>The more eye catching the ads, the more it will appeal to the traveler and they will click on them. Once they click on the ad and land on</p>	<p>\$3,000.00</p>	<p>This method was successful. Unfortunately, The Nest Collective was unable to fulfil the contract. Hagadone Media Montana is our agency of record and are currently fulfilling the contract for services. (They were contracted for this service in the RFP completed in FY19). They are contracted to perform marketing plan development, research, creative design services, media/ad placement and results tracking and reporting. These necessary services are beyond the scope of the CVB staff and</p>	

		<p>see from the GeoFencing reports how effective the ads are and if adjustments need to be made. They must be placed in a way to catch the travelers eye and be interesting enough to be clicked on to provide more information.</p>	<p>given by the CVB committee.</p>	<p>changes will be made accordingly. If a market is not performing well, we will pull the campaign from that market.</p>	<p>our visitors page, then they will be educated on what Belgrade has to offer.</p>	<p>resources and are best accomplished by an ad agency. Hagadone Media Montana performed all services per contract in FY20 and were paid by invoice, we wer billed as needed per campaign. The services provided by Hagadone ensured that our objective of creating and executing a strategic marketing plan in compliance with statute and guidelines was met in a timely manner. We will continue to use an ad agency service in the future.</p>		
Consumer	Website/Internet Development/Updates	<p>The entire site on the Belgrade Chamber of Commerce's website <a href="http://www.belgradechamber.org">www.belgradechamber.org</a> will be redesigned in order to best communicate the benefits Belgrade businesses can offer travelers. The site is not mobile friendly and cumbersome to navigate. With a fresh new look, to go with the specific Vistitor Page (redone the first year), the site will enhance the users expereince. This will allow other marketing efforts to drive traffic to the Belgrade Chamber's website to help achieve the goals set forth in this plan. The Belgrade Chamber of Commerce will also put money towards this venture.</p>	<p>The supporting research in our narrative shows our target market uses technology to plan and explore a destination before they arrive and are frequent and heavy Internet users and mobile devices such as smart phones and tablets. By reaching them before they get off the plane, they will understand that they can stop in Belgrade and get all their supplies before heading out to their destination.</p>	<p>Our website will be completed in FY20. We will use Google Analytics to track visitors and plan to see that 10% of the people landing on our website are from out of state markets. Our Digital Marketing campaign drives visitors to our page.</p>	<p>By updating and making our entire website more user freindly, attractive and informative, the visitor will be able to see what services Belgrade has to offer i.e restuarants, retail stores, gas &amp; convenience stores and lodging. It will also list support services that travelers may be seeking. A list of parks and their amenities for picnics or a break for the children. Taking in an event when available and making the community look professional and appealing for possible business relocation.</p> <p>Some services may be obtained prior to visiting such as groceries &amp;</p>	<p>The website was completed in fall of FY20 and is more visitor friendly. 73.5% of visits to our website were from out of state markets. Our Visitors Page saw over 2,100 views during FY20.</p> <p>We will continue to use this segment for maintenance and updates to the website in the future. It is important to keep up to date content on our site so visitors have the most current information. The website also needs to load correctly and be as user friendly as possible to keep the interest of the visitor.</p>	\$23,000.00	Website Screenshot.pub

					other supplies needed for condo stays, as well as lodging for those late night flights before making the trek to Big Sky and Yellowstone National Park or vehicle travelers stopping for the night.			
Marketing Support	TAC/Governor's Conference meetings	As required, we will attend the TAC Meetings and the Governor's Conference on Tourism. We find this conference a wealth of information and learn something new each year. The networking with other CVB's, Regions, and tourism related businesses make the experience very valuable. We are always very inspired after attending conferences.	Personal experience from attendance at this conference has proved to be a very educational conference. We have implemented several programs from information that we received at the conference.	We will use the knowledge gained from the Governor's Conference and TAC meetings to make decisions based on what was learned.	The rationale behind supporting the attendance at the meetings is to enhance the ability of any region or CVB to stay compliant with the regulations and to have a greater understanding of what MTOT is undertaking on behalf of the tourism segments in Montana.	\$1,500.00	Kristi Gee, CEO Belgrade Chamber of Commerce/CVB and Hannah Gee, Office Manager, attended the February TAC Summit. Due to COVID-19, the Governor's Conference and the June TAC meetings were canceled. We did attend the virtual June TAC meeting. We wil continue this method. We feel that there is much value in attending the Governor's Conference as well as TAC meetings and summits. Many ideas are formed after attending these conferences and meetings. We also find out how the State is marketing and can align our marketing with the States campaign. Our ad agency attends these meetings as well.	
		Since we aren't in the marketing business, we felt it was important to involve those who were experts in their field. We			We are not experts in the Marketing Field and wanted to create a good marketing team. Kendra Callentine has a great reputation		This method was successful. Unfortunately, The Nest Collective was unable to fullfil our partnership for FY20. Hagadone Media Montana is our agency of record and are fulfilling the contract they completed an RFP for in FY19. They are contracted to perform marketing plan	

Marketing Support	Marketing Plan Development	<p>have hired The Nest Collective to help us put together this marketing plan and deciding the best ways to spend our funds. Kendra Callentine, owner, is very knowledgeable about digital marketing and has many contacts. She is working on upgrading our SRO and information on other sites. She has been a great help already.</p> <p>Hagadone Digital was new to our team last year. They worked with Kendra to make creatives that would appeal to those in the markets selected. They felt starting with direct flight markets was the way to go. They provided detailed and informational reports monthly that showed that ads placed were working and people were engaging with them.</p>	Consulting with other CVB's and Regions, they felt involving a marketing company was a prudent way to spend funds and get the best marketing for the dollar.	When we review the reports monthly, we will be able to see if the creatives are working on catching the visitor's eye and clicking on the ad. We want to see at least a 0.08% average click through rate for each month the campaign is run.	and is committed to Belgrade. She has some great ideas for our marketing. With Kendra's background with Mercury and the MDOT she is a great fit for us and will create a great niche for our community. In looking at the results from last year, she created eye-catching ads that we used for our digital marketing and Facebook ads. Hagadone Digital took those ads and placed them by using information obtained from past campaigns and placing them in direct flight markets.	\$1,120.00	development, research, creative design services, media/ad placement and results tracking and reporting. These necessary services are beyond the scope of the CVB staff and resources and are best accomplished by an ad agency. Hagadone performed all services per contract in FY20 and were paid by invoice and is built in with the invoicing for the campaign. The services provided by Hagadone ensured that our objective of creating and executing a strategic marketing plan in compliance with statute and guidelines was met in a timely manner. The method was successful and will be used again to build upon existing marketing strategies and future plan development	
Marketing Support	Opportunity Marketing	We used the 10% allowed for Opportunity Marketing method to maintain a small amount of funds that would be available for an unknown opportunity in the marketing method that we	We have budgeted the 10% allowed from our new money we received this	Our success will be measured on the individual project by the analytics provided by	Our rationale would be to stay within the mission goals of our marketing	\$2,500.00	This method was successful. We used \$500 to support the Voices of Montana Tourism, (VOT), and we had the opportunity to place an ad in the USA Today National Parks Guide. We spent \$2,800 on the USA Today ad. VOT distributes messaging via its monthly e-newsletter that has a distribution of 450+ (legislatures, local policy-makers, tourism partners and the general public). As a VOT partner, the Belgrade CVB receives a presence	USA Today Creative.jpg

		are unaware of at this time.	year.	whatever project we decide to go with.	plan.		and directory link on the voicesoftourism.com website which has been online since 2011 and has a robust following. This method will be continued in the future as it is an effective and efficient means of outreach, partner support and advocacy for tourism in Montana.  The National Parks Guide was distributed to 45,000 subscribers all over the country.	
Marketing Support	Administration	We plan to be very frugal with the funds provided for administration. Salary to pay for additional financial reporting, quarterly reports for the Executive Director will be the bulk of the administrative budget, as well as any necessary supplies to carry out these duties. I assure you the 20% allotment for administration is appreciated and will be wisely spent.	We still are learning about our markets! Time is spent by posting on social media, keeping on top of the analytics and making sure that our marketing dollars are being well spent,  The time spent on reports, TAC meetings, Governors Conference, and meetings with the marketing firms and our online ad representative. We use all the Chamber equipment, paper and supplies.	I plan to spend an average of 5 hours a month on the Bed Tax and this allotment helps cover the time I am not spending on Chamber related items.	The objective for Administration budget is to spend funds appropriately and efficiently for managing the organization's operations. Per statute, the maximum allowed for the Administration method is no more than 20% of the total actual bed tax receipts for the full fiscal year. Success will be determined by the total spend in the Administration method; if it is 20% or less, we will consider the method successful.	\$6,400.00	A total of \$7,749.60 was spent, which is 14% of the total payments of bed tax received by the organization. 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.	
		We continue to run a video marketing campaign for Belgrade in FY20. By creating short 30 second	After attending the Governor's Conference and sitting in on a breakout session on digital advertising, I wanted to launch	We want our	We feel that YouTube is very popular and once the videos become popular, they will have many views. This is also an		We did not meet our objective for this method. We were unable to produce the two videos during FY20. Our videographer had	

Publicity	Press Promotions/Media Outreach	videos that highlight different sectors of Belgrade, we feel this will create excitement for travelers. A YouTube channel will be created and travelers will be directed there. The videos will also be shown on our Facebook page. We will be creating these videos with the help of a film student who will do the filming and editing.	this campaign. I learned that short videos are the best and running a series will have people looking for them and watching more. After several short videos, a longer video can then be made. By focusing on a certain sector at a time, we can spend more time promoting that sector.	YouTube channel viewers to grow and get up to 100 viewers in FY20. We will add at least 2 more videos to the channel.	inexpensive way to promote our town and the services we provide. Short videos have been proven to be popular and travelers will take the time to watch them. We feel if travelers can see the town and see the hotels, restaurants and stores they will begin to include Belgrade in their plans.	\$1,500.00	other projects that needed to be completed and we were unable to film. Because of the great rate we are given, we were unable to fine another videographer to produce the product needed within this budget. We paid \$150 in July, 2020 to finish the last video that was completed in FY19.
						\$55,020.00	

### Marketing Method Evaluation Attachments

- Attachment 1 All User Analytics.pdf
- Attachment 2 National Analytics.pdf
- Attachment 3 FY20 Budget to Actual Report.pdf
- Attachment 4 Copy of FY20 Belgrade CVB.xlsx
- 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	Online/Digital Advertising	\$16,500.00	\$0.00
Consumer	Website/Internet Development/Updates	\$23,000.00	\$3,000.00
Consumer	Social Media	\$1,000.00	\$0.00
Consumer	Ad Agency Services	\$3,000.00	\$0.00
		\$43,500.00	\$3,000.00
Marketing Support	Administration	\$6,400.00	\$0.00
Marketing Support	Marketing Plan Development	\$1,120.00	\$0.00
Marketing Support	Opportunity Marketing	\$2,500.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,500.00	\$0.00
		\$11,520.00	\$0.00
Publicity	Press Promotions/Media Outreach	\$1,500.00	\$0.00
		\$1,500.00	\$0.00
		\$56,520.00	\$3,000.00

### Miscellaneous Attachments

Description	File Name	File Size
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Digital Marketing Campaign Report	Belgrade Chamber of Commerce Full Report.pdf	2.4 MB
Facebook Campaign Report	belgrade2endofcampaign.pdf	798 KB
Chamber Facebook Reports	Facebook Reports.pdf	40 KB

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

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<b>Description</b>	<b>File Name</b>	<b>File Size</b>
Required Documents	Required Documents.pdf	120 KB

