



Grant Details

95522 - FY21 Region/CVB Marketing Plan

101291 - FY21 Belgrade CVB Marketing Plan

DOC Office of Tourism

Grant Title: FY21 Belgrade CVB Marketing Plan
Grant Number: 21-51-011
Grant Status: Underway
Comments:
Applicant Organization: Belgrade Chamber of Commerce
Grantee Contact: Kristi Gee
Award Year: FY21
Program Area: DOC Office of Tourism
Amounts:
Contract Dates: Contract Sent
Project Dates: 06/15/2020
Grant Administrator: Barb Sanem
Contract Number: 21-51-011
Award Year: FY21
Contract Dates:



Contract Sent Contract Received Contract Executed Contract Legal

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

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 rapidly growing community that is home to hundreds of small businesses and various larger corporations. Belgrade's housing market continues to thrive as more people move into the valley.

While sitting next to an international airport and at the crossing of two major highways, Belgrade sees visitors from all over the country on a daily basis. Belgrade welcomes the tourism with open arms as people enjoy the services it has to offer along with flourishing parks and small-town hospitality. Many visitors flock to Belgrade to experience well known ski resorts and enjoy the beauty on their way to Yellowstone National Park.

STRENGTHS

Location – Belgrade is within two hours of some of our most pristine natural beauties. Visitors are also able to travel to some of Montana's most well-known attractions including Yellowstone Park, Lewis and Clark Caverns and Virginia City.

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 growing community is home to two major parks and seven smaller neighborhood parks. Lewis & Clark Park is located just off of main street and includes a splash park and multiple picnic shelters. In the fall, Lewis & Clark Park is also home to Fall Festival; Belgrade's largest event. Fall Festival attracts between 5,000-7,000 people every year and we are continually working to increase the number of out of state visitors to participate in this event.

Travel Services – Bozeman International Airport offers 21 direct flights to Bozeman from major cities across the country and it is the busiest airport in the state of Montana. Belgrade serves as a great first stop when arriving in Montana due to its proximity 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 visitors from all over the world to experience its wildlife, geysers, hiking, camping and other natural beauties in the summer and winter months.

Year-Round Recreation- Belgrade is a hub for visitors travelling 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 325 hotel / motel rooms along with a handful privately owned vacation rentals who offer a comfortable place to spend the night along their destination route.

CHALLENGES

Belgrade is not a stand-alone Montana destination for most visitors. One of the biggest challenges lies in letting the visitors know that we exist and have amenities to serve their needs. We continue to struggle with Google maps in directing people through town instead of around it.

Due to the COVID-19 pandemic, we feel that the previous challenges will be even greater. People will not be traveling as much this coming summer, therefore we will need to make sure that those who do travel or those who are researching their travel destinations for summer of 2021 know that Belgrade can be a part of their travel itinerary. Our largest community event, Fall Festival which was just starting to draw out of state visitors, is in jeopardy this year. The likelihood of us being able to have the event is low, therefore we will not be able to draw travelers to Belgrade in the fall.

Because of the pandemic, we cut our already small budget to the bone. This creates a challenge because we will not be able to put the funds we were hoping to into our digital and social media marketing segments. Therefore, we will not be reaching as many people to put Belgrade in front of them.

MONTANA BRAND PILLARS

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 offer an additional scene to the snowcapped mountains.

Vibrant and Charming Small Towns – Belgrade is a vibrant, charming small town. There are 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 the Bridger Bowl Ski Area or a trip to the Lewis and Clark Caverns, there will never be a dull day when visiting Belgrade, Montana.

Belgrade continues to inspire natives and travelers to get out and enjoy some of nature's most precious gems. Whether you ski in the winter, hike in the summer, or fall somewhere in the middle, Belgrade has something for everyone. Between adventures, travelers feel free to call Belgrade home for the evening and enjoy the homestyle welcome of hotels and rentals.

Describe your destination.

We will have captivating creatives for our Digital Marketing campaign to inspire the visitor to choose to stay in Belgrade while they are visiting the area. We will also highlight how close Belgrade is to many "must see" attractions and things to do, including Yellowstone National Park, Lewis & Clark Caverns, top notch ski resorts, hiking, snowmobiling and cross country skiing. When the visitor researches Belgrade, they will see our accommodations are second to none, with clean and friendly hotels, a variety of restaurants and all the services they need.

Optional: Include attachments here

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

1. 35-65+ years old, outdoor enthusiasts, outdoor adventurer, travelers and adventurer seekers, family adventurers, and winter enthusiasts
2. Out of State Drive Markets
 - o Spokane, WA/CDA, ID
 - o Boise/Idaho Falls, ID
 - o Calgary, AB Canada

3. In State Drive Markets (if allowed)

- o Billings
- o Missoula
- o Kalispell
- o Butte/Helena

b. What are your emerging markets?

1. New York, NY
2. Atlanta, GA
3. Nashville, TN

Optional: Include attachments here.

c. What research supports your target marketing?

With the COVID-19 pandemic, we know from hearing about the statistics coming from the airline industry that flight travel will be very slow. That influenced our decision to market in state and to drive markets.

1. Data from the State of Montana and ITRR
2. Past marketing campaigns from Hagadone Media Group
 - o Facebook Ads
 1. The past couple years, we have gathered data from our Facebook Ads showing what target markets and demographics are more likely to travel to the Belgrade area.
 - o Display Advertising
 1. GeoFence campaign
 - We collect data from our previous campaigns showing what direct flights where most popular and interacted with our ads.
 2. Retargeting campaign
 3. Airport Data
 - With new flights every year, we see where we have opportunity for new markets to target.

Our goal is to promote Belgrade to travelers and let them know about our great hotels and restaurants and that we offer the services that they need. We will put together a smart digital marketing plan with captivating creatives to bring travelers to Belgrade. Since Belgrade is within hours of many great Montana sites, we are asking travelers to make Belgrade their "base camp". Go enjoy sites, stay in our hotels, eat in our restaurants and use our services.

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

The Belgrade CVB would like to participate in the Joint Venture programs that allow for Facebook Advertising and Display/GeoFencing campaigns. With a limited budget, we feel these platforms allow for smaller budgets to reach our targeted demographics showcasing our beautiful, untouched outdoor adventure opportunities.

Optional: Include attachment here.

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

We would be interested in social media and digital marketing joint ventures.

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

We have not participated in Joint Ventures in a couple of years. We don't feel like any of the JV programs would benefit our marketing and these packages are too expensive for a CVB with a smaller budget and don't allow for targeted marketing to get our message to the right audience.

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 | Online/Digital Advertising | <p>Using Digital/Display ads we will target tourist searching for specific keywords or visiting website pages associated with tourism or specific activities. The objective is to target and inspire travelers that are researching places to go or activities to do with display ads on national websites such as weather.com, espn.com, or cnn.com for example. We will also use display ads to retarget any users who have visited the Belgrade CVB website.</p> <p>Due to COVID-19 our budget and strategies have been changing. We are looking at targeting the majority of our budgets to instate and drive markets out of state (Spokane/CDA, S. Idaho, N. Wyoming). With restrictions on out of state visitors, we feel our dollars will</p> | <p>We use multiple sources of research and data points to make decisions on where and who to market to. With the help of the State of Montana and ITRR, we have data points to use. We also look at past campaigns and are able to see data on what locations are emerging, creatives that are more effective, and other metrics to view success.</p> <p>ITRR https://itr.UMT.edu/ https://marketmt.com/Portals/129/shared/RegionsCVBs/Resource%20Page/ITRRResearch%20Additional%20Resources.pdf?ver=2020-02-20-072656-787</p> | <p>We will measure success through Key Performance Indicators, (KPI's), such as number of impressions served, clicks to the Belgrade website, Click Through Rates. Driving traffic and creating awareness around Belgrade is important for the overall success of our campaigns. We want to see 1,000,000 impressions, 9,000 clicks and a .90% click through</p> | <p>Digital marketing allows us to promote Belgrade and get our message in front of the right visitor at the right time. We are able to target actions a visitor takes such as specific keywords they research or content they read related to tourism and travel. Using digital marketing, we can also target specific businesses or locations such as hotels or airlines to capture visitors and get our message in front of them. By providing graphics and creatives showcasing Belgrade and all there is to do, we are able to sway them to visit the Belgrade area. We will also retarget any user that lands on the Belgrade website. This is a powerful tool to keep our brand in front of a visitor that has already heard about us.</p> | \$10,500.00 | <p>Yes, our campaign was successful. We had 4.65M impressions, 24,868 clicks to the website and a .53% click through rate. The campaign ran in the direct flight markets as well as the targeted drive markets. As we continue to market to the direct flight markets, we are seeing more brand awareness with each year.</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</p> | Belgrade Display Campaign Lifetime Report (1) (1).pdf |

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| | | best be spent targeting Montana families and outdoor enthusiasts looking for areas to explore that are closer to home. With an unstable economy, visitors will be more likely to spend less on vacations that are closer to home. | | | rate. | | | | potential visitors. It does not cost as much as print ads and our budget does not allow for billboards or commercials. |
| Consumer | Social Media | <p>Using Digital/Display ads we will target tourist searching for specific keywords or visiting website pages associated with tourism or specific activities. The objective is to target and inspire travelers that are researching places to go or activities to do with display ads on national websites such as weather.com, espn.com, or cnn.com for example. We will also use display ads to retarget any users who have visited the Belgrade CVB website.</p> <p>Due to COVID-19 our budget and strategies have been changing. We are looking at targeting the majority of our budgets to instate and drive markets out of state (Spokane/CDA, S. Idaho, N. Wyoming). With restrictions on out of state visitors, we feel our dollars will best be spent targeting Montana families and</p> | <p>We use multiple sources of research and data points to make decisions on where and who to market to. With the help of the State of Montana and ITRR, we have data points to use. We also look at past campaigns and are able to see what locations are emerging, demographics that are more apt to engage with our ads and visit Montana, and create lookalike audiences to make sure we are getting our message and brand in front of the right person. We can also split test our ads to see what photos and messaging increase our engagement so travelers not only see our ads but click and view our website and hopefully book a trip to Montana.</p> <p>https://marketmt.com/Portals/129/shared/RegionsCVBs/Resource%20Page/ITRR-Research%20Additional%20Resources.pdf?ver=2020-02-20-072656-787</p> | | <p>We will measure success with Key Performance Indicators, (KPI's), such as impressions, clicks, CTR, CPC, and report monthly. Our goal is to have 600,000 impressions, 750 clicks and a click through rate of .12%.</p> | <p>Social Media, specifically Facebook and Instagram ads, are powerful tools to target specific demographics and locations. We are able to showcase the beautiful, unspoiled nature of Belgrade and all the activities it has to offer a visitor looking to book a trip. This platform allows us to target our get our message and imagery in front of the perfect visitor based on age, demographics, and psychographic targeting. This allows us to influence travelers to book a trip to Montana, specifically the Belgrade area!</p> | \$3,000.00 | <p>Yes, this method was successful. We currently have 2035 followers on our Facebook page. This number is up about 280 from FY20. We had 3.43M impressions, 20,968 clicks, .61% click through rate, and \$1.15 cost per click.</p> <p>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.</p> <p>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</p> | Belgrade FB Campaign Lifetime Report (1) (1).pdf |

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| | | <p>outdoor enthusiasts looking for areas to explore that are closer to home. With an unstable economy, visitors will be more likely to spend less on vacations that are closer to home.</p> | | | | | <p>places them for us. We have been receiving more engagement with followers and people looking to travel to our area.</p> |
| Marketing Support | Administration | <p>We will use the 20% allotted within the guidelines of the Rules and Regulations.</p> | <p>We plan to stay within the 20% allotted and within the guidelines of the Rules and Regulations.</p> | <p>We will stay within the 20% allotted and within the guidelines of the Rules and Regulations.</p> | <p>We will use funds for wages and any supplies needed to put together our plan and presentation.</p> | <p>\$3,620.00</p> | <p>A total of \$7,220.49 was spent, which is 20% 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.</p> |
| Marketing Support | Opportunity Marketing | <p>Our strategy for this method to to use the funds allotted for any marketing that comes up during the course of the fiscal year. We plan to place a 1/4 page ad in the West Yellowstone guide.</p> | <p>Research would be done by asking the marketing company what rates/numbers they are seeing for the funds we are providing for digital marketing. We would ask for numbers for any print material.</p> | <p>We plan to place a quarter page ad in the West Yellowstone guide. With print we would measure by how many copies were printed and distributed.</p> | <p>We want to be able to have the flexibility for marketing opportunities that come up after the marketing plan is submitted.</p> | <p>\$100.00</p> | <p>This method was successful. We use these funds for projects that come up throughout the year that are not budgeted for. We used \$549.00 to place a quarter page ad in the West Yellowstone guide. We feel that with so many people traveling to Yellowstone Park, an ad in the West Yellowstone guide is productive. 45,000 guides are distributed. We will continue to use this method in the future.</p> |

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| Marketing Support | TAC/Governor's Conference meetings | Someone for our organization will attend all TAC meetings and the Governors Conference on Tourism as directed by the TAC Rules and Regulations. | It is important that we are knowledgeable about brand recognition. Travel time and money is provided to attend the meetings and conference. With our small budget this provided oportunites that we wouldn't otherwise afford. | Success will be measured by the visitors experience. We plan to stay withing the guidelines of the Rules and Regulations. | It is important to attend the meetings as valuable information is given to help guide us when putting together our plan and making marketing decisions. Updates from MOTBD are help us gain knowledge on best practices. The Governor's Conference is an excellent resource for gaining knowledge on where the State of Montana is planning for their own marketing plan. Speakers and break out sessions give us new ideas and, again best practices. | \$1,000.00 | This method is always sucessful. Because of Covid-19, we did not travel as much this year. Kristi Gee, CEO, Belgrade Chamber of Commerce/CVB attended the in person meetings in June to present the FY22 Marketing Plan. We will continue this method. There is much value in attending the Governor's Conferece and TAC meetings and summits. The funds provided by this method help our small CVB to cover travel costs. | |
| Marketing Support | Joint Ventures | We want to possibly collaborate with another CVB or Yellowstone Country on a Joint Venture to promote our area. | Joint Venture programs leveage funds by getting more for your money. While we do put a significant amount of our budget into a digital marketing campaign, Joint Venture programs allow a way to get into more markets and other mediums. | At this time, we do not have a Joint Venture set up at this time. We would measure success by the analytics that we would receive. We would compare the data to other data we have. | Because our budget is small a joint venture is the perfect way to be able to contribute to a project that we would not be able to participate in. | \$100.00 | In FY21, this method was not successful. We did not find a joint venture to participate in. Because our budget was smaller this year, we were cautious with our funds. We will continue to use this method in the future. It is important to participate in joint ventures as it helps stretch our small budget even further. We will be able to give Belgrade more exposure with a joint venture project. | |
| | | | | | | \$18,320.00 | | |

Marketing Method Evaluation Attachments

- Attachment 1 FY21 B2A.xlsx
- Attachment 2 FY21 Pie Chart.xlsx
- 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 | Online/Digital Advertising | \$17,000.00 | \$0.00 |
| Consumer | Social Media | \$10,500.00 | \$0.00 |
| | | \$27,500.00 | \$0.00 |
| Marketing Support | Opportunity Marketing | \$2,100.00 | \$0.00 |
| Marketing Support | TAC/Governor's Conference meetings | \$1,000.00 | \$0.00 |
| Marketing Support | Joint Ventures | \$100.00 | \$0.00 |
| Marketing Support | Administration | \$5,620.00 | \$0.00 |
| | | \$8,820.00 | \$0.00 |
| | | \$36,320.00 | \$0.00 |

Miscellaneous Attachments

| Description | File Name | File Size |
|----------------------------|----------------------------------|-----------|
| Budget vs Actual Pie Chart | Budget vs. Actual Pie Chart.xlsx | 18 KB |

Reg/CVB Required Documents

| Description | File Name | File Size |
|--------------------------------------|----------------------------------|-----------|
| Required Documents for Bed Tax Grant | Required Documents for Grant.pdf | 128 KB |

