



Grant Details

95522 - FY21 Region/CVB Marketing Plan

101293 - FY21 Dillon CVB Marketing Plan

DOC Office of Tourism

Grant Title: FY21 Dillon CVB Marketing Plan
Grant Number: 21-51-016
Grant Status: Underway
Comments:
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Grantee Contact: Rebecca Jones
Award Year: FY21
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Contract Dates

Contract Sent	Contract Received	Contract Executed	Contract Legal
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Project Dates 07/01/2020

06/30/2021

Project Start	Project End
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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?

Welcome to Dillon, where businesses and agriculture go together. Dillon is situated in a sweeping valley into which the Ruby, Big Hole and Beaverhead rivers drain. This is where you can discover and explore the beginnings of Montana.

This is a community of a gold mine of history, ranging from native Americans trekking through the area to Lewis and Clark, to gold rushers and vigilantes from the railroad to teamsters, farmers, and ranchers. And much of it is not only well preserved, it is up close and personal.

Beaverhead River is a blue-ribbon trout stream that is a favorite for expert fly fishermen. Our county museum in Dillon is devoted to preserving local history. Bannack State Park is located just southwest of Dillon. It is a registered historic landmark and the site of Montana's first major gold discovery on July 28, 1862. Over 50 buildings line Main Street recalling Montana's formative years.

Dillon is home to the largest of the national forests in Montana covering 3.35 million acres lying in eight Southwest Montana counties. With an extensive trail system, visitors can experience the wide-open space and breathtaking views. Stand on the spot Lewis & Clark stood overlooking the valley, there is truly discovery in every direction.

Southwest Montana's rich history is on full display in downtown Dillon alongside unique shopping opportunities and vibrant new businesses. Dillon's business composition reflects an agricultural influence and railroad impact on the community. Historic buildings are tangible reminders of men and women who brought their dreams, blood, sweat and tears to reality and can still be experienced today.

Discover the unique architecture of structures that line the downtown area from the Carnegie Library to the Beaverhead County Courthouse. Take a historic walking tour and enjoy not only the architecture, but also the story told behind each structure. The brick and stone structures post-date an 1882 fire which ravaged the business district. Where business and agriculture came together into a true community, is the story of people with strong beliefs in the future and willingness to work, making those dreams a reality.

Dillon Exemplifies the Montana Brand

More spectacular unspoiled nature: Dillon sits in a valley surrounded by natural beauty, three destination trout streams, home to the largest national forests in Montana and three state parks, one national park including Interstate 15 making the town an epicenter for visitors' exploration of Beaverhead County.

Vibrant and charming small town: A vibrant downtown that merges historical charm with contemporary culture.

Breathtaking experiences by day, relaxing hospitality at night: Fishing blue-ribbon trout streams, rock-hounding, bird watching, exploring Beaverhead-Deer Lodge National Forest, investigating ghost towns. However, you choose to spend the daylight hours, your evenings will be full of fantastic food and homey accommodations in Dillon.

Strengths

- Dillon is adjacent to Interstate-15 and is a crossroads for Montana Highways 91,41 and 278, which each connect Beaverhead Country's rural communities and visitor attractions.
- Beaverhead County is home to the Beaverhead-Deer Lodge National Forest and the Beaverhead and Big Hole Rivers which offer un-matched outdoor opportunities for visitors.
- Dillon provides a full range of lodging, dining, and shopping options that help make for a great vacation on any budget with a sense of Montana sophistication that visitors find both surprising and comfortable.
- A place to discover the rich history of Beaverhead county through a historic walking tour of downtown, county museum and a railroad depot.
- City of Dillon has been nationally recognized as Tree City, USA by the Arbor Day Foundation
- Energized downtown with a fine art gallery, national renowned bookstore, Patagonia outlet, Great Harvest Corporation and unique stores that can only be found in Dillon.
- Annual signature events such as Labor Day Rodeo, Parade, Fair and Concert, Ratpod ride around the Pioneers, Beaverhead Marathon and Dinner in the Park are just a few events that take place throughout the year.

Opportunities

- Our new website will provide vital information for visitors who will be looking for a unique experience which will encourage them to visit Dillon. Information on Dillon will offer experiences that can only be found in Beaverhead County.
- A new event to promote Dillon has been incorporated to bring visitors into the area to stay, shop, eat and sleep during a three-day experience. Dillon is rich in history and we will support this event this year and in years to come bringing visitors from all over the country.
- From blue-ribbon trout fishing to hiking surrounding mountains visitors will find a welcoming place to stay when they take exit 62 or 63 off I-15. Dillon connects to Yellowstone, Pioneer Scenic Byway, Big Hole Battlefield, Red Rock National Wildlife Refuge and Crystal Park. With our wide-open space and beautiful scenery Dillon offers visitors a unique place to stay while exploring by day and relaxing by night.

Challenges

- COVID-19 Pandemic is affecting travel and we are down 60% in our area. This year will be different from previous years with a decrease in visitors coming into our area until later in the season. We will work with other CVBs to find ways to entice visitors to our area.
- With a decrease in our bed-tax lodging tax, promoting Dillon as a destination will be challenging. We will work on creative promotions working with local, regional and tourism organizations to find ways to entice visitors to the area.

The travel quarantine into Montana and media coverage of the COVID-19 will impact international travel to the U.S. and Montana. Dillon is already experiencing cancellations at lodging facilities for the upcoming season and **Inspiration:** All our marketing efforts are focused on inspiring exploration of our area. From our website, print advertising and other media we are focused on enticing the visitor to explore. Any opportunity that will inspire visitors we will include in visitor packets, newsletters, advertising, and on our website promoting Dillon and Beaverhead County.

Orientation: Our Efforts will be focused on providing a complete resource for the Dillon MT visitor. This will be done through multiple avenues', website, social media and print material. We are focused on making all our resources a one-stop experience for our region (Beaverhead County) to provide ample information to our target markets in the following ways:

1. Full listing of available lodging
2. Full listing of available food and restaurants
3. Full listing of business services
4. Full listing of tourist destinations, routes and events
5. informational opportunities created by locals which has been proven to drive overnight stays (i.e., fishing reports, local art and craft fairs, articles written by local poets, authors, historians, industry leaders, etc.)
6. Up-to-date and constantly evolving community calendars
7. Full listing of other organizations and entities that offer value to the visitor's experience in Beaverhead County
8. Maps, routes and local information on how to best access attractions
9. Full listing of shopping opportunities
10. List of adjacent tourist destinations to encourage further travel into Montana

By offering these 10 orientation keys, our plan will provide the necessary opportunities for prospective visitors to choose Dillon and Southwest Montana as a destination.

Facilitation: With printed material, website, networking and social media, the Dillon CVB will provide both intentional visitors (those who planned to visit Beaverhead County) and unintentional visitors with an opportunity to easily locate points and places of interest.

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

In addition, the Chamber will use the CVB designated funds to provide an un-matched visitor center experience to those travelers who wish to stop in a physical location and access visitor information. This will include having trained, knowledgeable staff and printed materials to assist visitors traveling in and through Beaverhead County. In person assistance will enhance a visitor's experience to Montana.

- vacation plans are being put on hold until an unknown date.

Describe your destination.

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Optional: Include attachments here

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

Seasonal Traffic

Travelers coming through Montana from north to south using I-15. Arrivalist data shows that 46% of visitors enter I-15 from the south. It shows that our top three out of state visitors were Idaho, Utah, California. Visitors find fuel and refreshments from Dillon businesses and it is a great way to provide opportunities to inspire spontaneous adventure or to inspire a future planned trip to the region. This market can be motivated by easy access to sites of interest and convenient travel route alternatives that allow for discovery of points of interest. This market will also be motivated by access to R.V. accommodations.

Leisure Travel

The leisure traveler are active mature and young families that are looking for affordable variety and a bit of culture and shopping with their outdoor centered vacation. Access to public lands is an incentive for fishing, hiking, camping, rock hounding and wildlife viewing. The leisure traveler will be connected via I-15 to Glacier and Yellowstone National Parks as well as State Parks. Dillon is an ideal place for visitors to stop, fuel, eat, lodge and enjoy a couple of days exploring our trails, ghost towns, get weather updates, wildlife conditions, river conditions and trail openings.

History Buffs

This market consists of individuals who enjoy learning about western history and culture. They are seeking to visit ghost towns, historical landmarks such as the Lewis & Clark Expedition, Big Hole Battlefield, Bannack State Park and mining sites throughout the region.

b. What are your emerging markets?

Recreational hiking and biking: The Dillon area has expanded their trail system that connects many trails in Dillon. With the increase of the trail system in Dillon, there have been several running/hiking events added to the summer season. This brings in many people from outside of Montana to participate. With the added bicycle camp Dillon has become the stop off point for long distance bicyclers looking to find a place to stay over for the night. This market is looking for a place to eat, pick up snacks and refreshment for their journey through Montana. This is an emerging market and continue to see an influx of cyclists through our region.

Optional: Include attachments here.

c. What research supports your target marketing?

County Arrivalist Data shows 46% of visitors enter via I-15 South from Idaho into Montana.

Arrivalist Data 2019 Top 5 residency of origin for nonresident visitors to Dillon: Idaho, Utah, California, Washington, North Carolina

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

G-1 Objective One: To maintain our website dedicated to tourism and recreation. Amplified Digital will oversee the website and keep it up to date daily.

G-1 Objective Two: Increase visibility and accessibility to all the attractions in Dillon Montana. This will be done through our website and print materials available for visitors.

Goal Two: To establish the Dillon CVB (Beaverhead Chamber of commerce & Agriculture) as the community source of information for events.

G-2 Objective One: Have all events available to tourists on the website and provide links from the website to other attractions and events in Dillon and Beaverhead County.

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

Goal Three: Build an audience for new website.

G-3: Objective One: Get Visit Dillon Montana in front of an audience that is looking to travel!

G-3 Objective Two: Website tracking analytics with monthly website statistics including number of page views, unique visitors, pages per visit, bounce rate and time on website.

G-3: Objective Three: Engage with our current & potential visitors and build a lasting relationship with them. To build a larger digital footprint and always expand our customer service offerings by keeping our customers informed.

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

FY21 Joint Ventures with MOTBD are incredibly attractive if they are affordable enough and work with our drive market such as those from Idaho Falls visiting Bannack State Park or Big Hole Battlefield.

Dillon does not have a TBID. We have been exploring this option. Steve Wahrlich spoke to the hoteliers and the community about the TBID at two events hosted by the Beaverhead Chamber of Commerce. Due to the COVID-19 Pandemic, we will forgo looking at a TBID until we see an improvement in our economy.

Optional: Include attachment here. Beaverhead County Data.pdf

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

We would like to work with Southwest Montana on building a guide to biking/hiking trails.

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

Collaborated with Southwest Montana on a social influencer campaign in the past. This was a great success with multiple online posts and photography for Dillon.

Optional: Include attachments here.

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Optional: Include attachment here:

Marketing Segment, Method & Budget

Marketing Segment	Marketing Method	Describe your method.	Provide supporting research/statistics.	How do you plan to measure success?	Provide a brief rationale for this method.	Estimated budget for method.	Marketing Method Evaluation	Add'l Attchmnt
Consumer	Website/Internet Development/Updates	<p>The CVB's standalone website was launched in late 2020. https://www.visitdillonmt.com/ Our website developer will continue to update daily, weekly, and monthly events and other information that visitors seeking a destination will find on our website. We will also direct visitors to the website through other advertising call to actions (print ads, digital ads, social media posts, etc.). We will incorporate links on our partners' sites (Southwest Montana https://southwestmt.com/) and others. A fresh, functional web presence is an essential marketing tool and part of the overall strategy to continually invite visitors to the Dillon, Montana community. The objective is to provide an online presence that promotes Dillon Montana as a year-round destination for travelers coming from out of the state or across the state.</p>	<p>In order to be relevant, we found that people search websites to find places to visit.</p> <p>McCarthy Group When done well, Search Engine Optimization can provide an important — and cost-effective — strategy for organic growth. In fact, the latest research from web analytics company Parse.ly shows Google Search accounted for around half of external referrals to the publishers in its network this past year. January 2019 The reality is that SEO still matters in 2020, though many of the practices and methods have changed. For example, Google's 2019 BERT update lit a fire under SEO professionals to focus more on optimizing content based on search intent rather than keywords. Many businesses still need SEO, but they'll need to adapt to the shifting landscape. Brand Authority And Reach: According to the McCarthy Group 2014 survey, 84% of the millennial respondents said they don't like advertising (and many of them don't trust it). It seems that many of this generation of buyers are becoming more resistant to traditional tactics like cold calling, email spam and even paid ads. But with SEO, businesses can reach this demographic where they are already looking for brands — search engines. SEO works as a form of inbound marketing that attracts customers to you rather than interrupting their natural scrolling with pushy sales tactics.</p>	<p>The methods will be successful if we meet our objective to maintain an attractive web presence. We will track website analytics from launch date through June 30, 2021. We will analyze data and create a YOY comparison record that will provide historical data and a basis to modify or continue the method.</p>	<p>Our website www.visitdillonmt.com was completely updated during the summer of 2021. This website is critical for our visitors to use to plan their trips to our town. The website offers information on where to stay, eat, and what to do. It also offers Recreate Responsibly messaging, as well as information on our geo-scavenger hunt, Beaverhead Treasure Hunt. Our site also has an updated calendar of events in Dillon.</p>	<p>\$5,000.00</p>	<p>Did you meet your objective - was your strategy successful - Yes/No Explain.</p> <p>Evaluation Requirements:</p> <ol style="list-style-type: none"> 1. A short description of the site/page (app). Yes, our website update and redesign was successful and completed on time and budget. 2. Marketing methods shall be evaluated by the means outlined in the marketing plan. Please see the attached analytics from Wix.com for the information on the traffic to our website. Please notice the increase in "direct" visitors to our website. They are receiving our URL from other sources. We believe this analytic supports the other marketing methods such as online/digital marketing and billboard use, where our URL is prominent, driving traffic to our website. It's Working!!! 3. Provide a screenshot of your home page. Attached is the pdf of the attachments and webpage, please visit: www.visitdillonmt.com 	<p>2021 Website Method Attachments.pdf</p>

							<p>4. Assess the results of this method and explain whether you will or will not continue using this marketing method and why. (Section 15.2.1) Yes, we plan to continue this important part of our marketing strategy, as having a well-maintained website is critical to providing our visitors with their planning information.</p>	
Consumer	Print Advertising	<p>All print advertising will include information and call to action to visit the new website visitdillonmt.com.</p> <p>Advertising is planned in the Southwest Montana Travel Guide that is distributed annually throughout the region and by request through fulfillment channels. We will work on a co-op plan with Southwest Montana. We will have a full page ad in the Southwest Montana Travel Guide and will review other opportunities for advertising.</p> <p>We also plan to have print advertising for our summer events, attracting visitors from out of state.</p> <p>We plan to place an ad in the Bus Tours Magazine to attract visitors from out of state, who are interested in bus tours.</p>	<p>A targeted approach with print adv. Provides ability to choose editorial subjects to deliver highly targeted content to an already engaged audience.</p> <p>Destination Analysts Print usage in travel planning has risen close to 50% of American leisure travelers and the use of DMO print visitor guides has risen to just over 20%. While this rise may not signal any longer term trend there is clearly no evidence of a long-term decline in print or DMO guide usage. According to the State of the American Traveler, an independent research report by Miles Partnership, print has consistently shown strength and even slow growth in print usage over the last five years. 24.4% of travelers rely on offline media including TV, printed newspapers, magazines, etc. for travel inspiration.</p>	<p>The objective of print advertising in selected publications is to broaden the audience reach. We will consider the method successful if the advertisements are placed appropriately. We will track the audience reach of each publication (distribution counts).</p>	<p>Print is a traditional media that still appeals to target audiences. Instead of creating individual publications, we are able to take advantage of existing publications and distribution, thus print advertising is cost-effective.</p>	\$2,500.00	<p>Did you meet your objective - was your strategy successful - Yes/No Explain. Yes, we were able to place print ads in the SWMT Travel Guide, Bus Tours Magazine, and The Missoulian paper.</p> <p>Evaluation Requirements:</p> <ol style="list-style-type: none"> 1. Copy of ad (attach). 2. All print ads shall be evaluated by the means outlined in the marketing plan. Include measured results/metrics. Our ad in the Missoulian reached 9,600 people; our ad in the Bus Tours Magazine reached 23,000 people across the USA; Our ad in the SWMT Travel Guide reached 130,000 to 140,000 copies across the Northwest and Western Canada. 3. Assess the results of this method and explain whether you will or will not continue using this marketing method and why. (Section 15.2.6) We will continue to place our ad in the SWMT Travel Guide, as this is a great way to get people from Glacier and Yellowstone, over to Dillon. We will continue to advertise with the Bus Tours Magazine, as we received some interest from the mid-west with 	scan0080.pdf

							regards to overnight bus tours. We will again advertise with The Missoulian, as we have events that make sense for this demographic, but that depends on the event calendar we confirm for 2022.	
Consumer	Printed Material	<p>With our laptop and printer that was purchased in FY19, we are now able to print our own brochures, maps and other information to visitors. We will be able to track the total of brochures and printed materials.</p> <p>We will also print a new comprehensive, slick stock brochure to promote the visitors' events in Dillon during the summer 2021.</p> <p>We will also print two new brochures for Tips: Backcountry Day Hiking and Tips: Backcountry Driving, to ensure the safety of our visitors.</p>	<p>We will reprint our hiking, biking maps and print the Attractions brochure. We will continue to use our tear off maps and will reprint as needed. Printed materials encourage further exploration of our area. We will provide accurate count of maps that are produced and how many are distributed.</p> <p>Travel and Tourism Research Association 53% of US travelers report using a printed resource in planning their travel in the previous 12 months; 896 million trips were taken in the last 12 months by this group of US travelers; 24% of US travelers indicated they used an official destination visitor guide in the past 12 months to plan a trip; 400 million leisure trips were taken by this group of US travelers in the past year – spending an estimated \$161 billion; 88% of readers who were undecided indicated that the official visitor guide influenced their decision to visit of visitors to make specific planning and booking. Official visitor guides are used by up 79% decisions on their trip. Visitors use the official visitor guides to make decisions on the following:</p> <ul style="list-style-type: none"> • 79% activities and attractions to enjoy. • 54% places to eat or enjoy. • 21% places to stay. 	<p>We will be able to measure success by creating/producing four in-house brochures: Summer Events, Motel/lodges/outfitters, Restaurants, and Beaverhead County; And by creating and having three brochures printed by a professional printer: Visit Dillon Montana, Backcountry Driving Guide, and Backcountry Hiking Guide. We will consider the metric successful by maintaining the printing of the in-house brochures and replenishing the professional brochures.</p>	<p>All materials will be available at our Visitor Center. We will be able to produce our own brochures that will highlight Dillon and exploration in our area. The slick stock brochure and the Tips: brochures will be developed and will be available at the Visitor's Center and for visitor packets to be mailed. Rationale for the slick stock brochure is to have a more professional piece rather than a desktop printed piece. The rationale for the Tips: brochures is that many of our visitors are so surprised how remote we are. We felt it was important to have a brochure such as this, for those who go into our backcountry. Our Beaverhead Search & Rescue are always printing in the paper about the rescue missions they have conducted. We want everyone to be safe and take our backcountry seriously.</p>	\$1,500.00	<p>Did you meet your objective - was your strategy successful - Yes/No Explain. Yes, we printed all of the inhouse brochures in our office and replenished them as needed. We also were successful in printing 500 slick stock brochures promoting Dillon's summer of 2021 events and 200 of the Tips: brochures for our visitor's safety.</p> <p>Evaluation Requirements:</p> <ol style="list-style-type: none"> 1. One final product shall be retained on file at the organization and a .pdf version shall be submitted with Evaluation Report (attach). 2. Assess the results of this method and explain whether you will or will not continue using this marketing method and why. (Section 15.2.15) We found the inhouse printing of these brochures to be very costly and not very professional looking, using our own paper and ink, as we had a record number of visitors this summer, plus printer breakdown became an issue. We will continue to redesign our slick stock brochure to make it more comprehensive and robust with information. We will continue to have the Tips: brochures printed, as visitors really appreciated 	scan0076.pdf

							having these survival guides for their safety in the backcountry since there is no cell phone coverage there.
Consumer	Social Media	Update and manage social media sites that foster consumer engagement and enhance cross platform constancy, Facebook, and investigate Twitter, Instagram and You Tube.	Market Force A recent industry survey conducted by Market Force - a worldwide leader in customer intelligence solutions reports in querying more than 12,000 consumers in the US and UK, they wanted to see how consumers engaged with varying industries - retail, restaurant, travel, entertainment and financial businesses to be specific, via the big dogs of social media: Facebook, Twitter, LinkedIn and Google+. One finding which was not surprising was the fact that 81% of US respondents indicated posts from their friends directly influenced their purchase decision. This finding supports an early study done by the Chief Marketing Officer (CMO) Council and Lithium, a social media tech firm, which revealed 80% of respondents "tried new things based on friends' suggestions." 78% of respondents said the posts by companies they follow on social media impact their purchases decisions.	We will increase level of engagement through social media outlets and increase reach by 5% or more.	Social Media has changed how people research trips, make decisions, and share experiences.	\$150.00	<p>Did you meet your objective - was your strategy successful - Yes/No Explain. Yes, we used social media for resident engagement through the Beaverhead Treasure Hunt program this summer and for engagement in our Territorial Rodeo and Territory Days.</p> <p>Evaluation Requirements:</p> <ol style="list-style-type: none"> 1. All social media shall be evaluated by the means outlined in the marketing plan. 2. How does using the social media channel/site extend your marketing reach? The reach is extended by the shares of our page with other parties and from growing our following base. Our Facebook page has grown from 390 followers to 902 followers since October 2020. We currently have 792 people who have liked our page. Our following grows each month! 3. Assess the results of this method and explain whether you will or will not continue using this marketing method and why. (Section 15.2.9) We will continue to leverage social media for our CVB, events, and the Beaverhead Treasure Hunt (a geo-scanvenger hunt). I'm looking into developing an exclusive CVB Facebook page. While I did not get very far in developing an account with Instagram, Twitter and YouTube, I plan to

							do this over the course of the 2022 year.	
Consumer	Online/Digital Advertising	Targeted Online/Digital advertising: \$21,000 total through June 2021. Additional advertising recommended past June 2021 TBD	<p>Google Search trends show top searches for vacations in Montana were done through Google search engine. After the pandemic slows, 60% of U.S. destination travelers say they actively research new trips at least once a month.</p> <p>Market Force https://www.marketforce.com/</p> <p>A recent industry survey conducted by Market Force - a worldwide leader in customer intelligence solutions reports in querying more than 12,000 consumers in the US and UK, they wanted to see how consumers engaged with varying industries - retail, restaurant, travel, entertainment and financial businesses to be specific, via the big dogs of social media: Facebook, Twitter, LinkedIn and Google+.</p> <p>One finding which was not surprising was the fact that 81% of US respondents indicated posts from their friends directly influenced their purchase decision. This finding supports an early study done by the Chief Marketing Officer (CMO) Council and Lithium, a social media tech firm, which revealed 80% of respondents "tried new things based on friends' suggestions." 78% of respondents said the posts by companies they follow on social media impact their</p>	We will measure digital advertising using digital performance analytics such as digital impressions delivered, number of page views, unique visitors, pages per visit, bounce rate and time on website.	To showcase Dillon as a premier destination for those looking to travel to and within Montana.	\$21,000.00	<p>Did you meet your objective - was your strategy successful - Yes/No Explain. Yes, we partnered with KXLF in developing an online/digital presence that drove viewers to our newly redesigned www.visitdillonmt.com website. We were successful in developing a 30-second and long-form video for use online and digitally.</p> <p>Evaluation Requirements: 1. A copy of the digital videos are attached. Please see the videos attached.</p> <p>2. All electronic advertising shall be evaluated by the means outlined in the marketing plan.</p> <p>3. Copy of advertisements (screenshots, pdfs, etc.) Please see the attachment.</p> <p>4. Report click through rates and number of impressions. Per the attachment, our impressions rate was 1,437,273 and our click rate was 4,491. Our targeted out of state areas: Washington, Oregon, Idaho, Utah, Wyoming, and Wickenburg, Arizona, since they have a large population of Team Roping events and many people from the Dillon area spend their winters in Wickenburg to Team Rope all winter. Boosting our website clicks by almost 4,500 clicks is a huge improvement in our marketing strategy.</p> <p>5. Assess the results of this method and explain</p>	scan0077.pdf

			purchases decisions				whether you will or will not continue using this marketing method and why. (Section 15.2.4) Based on our Wix.com analytics, which reports that our "direct" visits to our www.visitdillonmt.com website have increased dramatically and remain the best way for people to find our website, even over google.com searches, we believe our building our online/digital presence is the single best way to target an audience that is more likely to visit our town. We are a ranching/rodeo town. Some people would not be attracted to our town, therefore targeting our audience that is interested in ranching/rodeo is a good use of our marketing dollars.
Consumer	Photo/Video Library	To produce tourism video content for a summer campaign for Dillon Montana. Digital advertising requires video content and images, so we must be able to produce such videos.	<p>Statistics from Digital Marketing Institute. https://digitalmarketinginstitute.com/blog/the-importance-of-video-marketing</p> <p>https://blog.hubspot.com/marketing/state-of-video-marketing-new-data</p> <p>1. Informing and Educating</p> <p>97% of marketers claim that videos help customers understand products. (Hubspot)</p> <p>2. Search Engine Optimization</p> <p>Over 80% of all traffic will consist of video by 2021. (Cisco)</p> <p>3. Staying Competitive</p> <p>81 % of businesses are now using video for marketing. (Hubspot)</p> <p>4. Getting Personal</p> <p>Live video will account for 13 % of traffic by 2021. (Cisco)</p> <p>Real-time, ephemeral content is great for:</p> <ul style="list-style-type: none"> Offering a feel of face-to-face interaction Building brand trust Offering audiences casual, interesting updates (eg: behind the scenes) <p>5. Boosting Conversions</p> <p>90% of consumers claim a video will help them make a purchasing decision. (Social Media</p>	Success would be measured by having the video aired in May and June, 2021 via KXLF TV associates in the five contiguous states of Montana and in the Wickenburg, Arizona TV market.	With social media and online/digital campaigns and the ever-changing way promotion is shown, it is important Dillon stays current with new content. The Dillon CVB has never put money toward a project of this type. A library to be used would be timesaving and beneficial for all aspects of promotion.	\$12,000.00	Yes, we will continue to keep current and produce videos and images of our town. We produced two videos and many images this year to be used for our online/digital marketing strategy. This method was very successful and we plan to continue our partnership with KXLF and National Parks Trips for online/digital

			<p>Today)</p> <p>Wyzowl claims that 74% of people who get an opportunity to see a product in action via an explainer video will buy it. And landing pages are great places to place videos, too. -- boosting conversion rates by up to 80% (just be sure to keep autoplay off so as not to scare the customer away with loud noises).</p> <p>Another reason why video is great for conversions on websites is that they actually keep people around for long enough to look around on the site. This is especially true for those who aren't big readers (a good rule of thumb is to assume that people's eyes could be tired from looking at a screen all day). People watching a video stick around for some two whole minutes longer if there's a video.</p>				<p>marketing.</p>
Marketing Support	VIC Funding/Staffing/Signage	We will have someone to greet visitors when they stop at the VIC for information during the summer season. There is a VIC job description on file at the BCCA & CVB office.	<p>The VIC staff is often the face of Dillon and the Beaverhead Chamber/CVB to a first-time visitor. It is imperative that adequate staffing maintained to provide superior services and keep visitors engaged with our destination.</p> <p>Past experience tracking visitors shows that we had approx. 650 visitors last summer who stopped to inquire about the area. Visitors to the area signed our guest book giving high marks for personalized customer services.</p> <p>Destination Analysts https://www.destinationanalysts.com/insights-updates/</p> <p>66.4% of travelers rely on the opinions of in-person and/or through direct contact (email, text, etc.) for travel inspiration.</p>	Increase total number of inquires to VIC and fulfillmen packets requested from previous years. We will be able to track visitors with an updated tracking system that will provide information on visitors to our area. Our VIC staff will design a tracking system for a more accurate count of visitors stopping at the center.	The VIC shares an office with the chamber and the CVB. We need someone who can provide visitors with information in and around Dillon. The Executive Director for the Beaverhead Chamber of Commerce will oversee the VIC and provide visitors with information on where to stay, visit, eat and explore. This is an unusual method but with the VIC being housed within the chamber office the executive director also provides information to travelers.	\$3,500.00	<p>Did you meet your objective - was your strategy successful - Yes/No Explain.</p> <p>Evaluation Requirements:</p> <ol style="list-style-type: none"> 1. Total number of visitors during the funding period. 394 people visited from July 2020-June 2021 2. Number of visitors from the top 10 states or points of origin. 310 people visited from: MT ID CA CO UT TX OR WA AZ MN 3. Funding for VICs shall include a summary of total hours open and hours which are funded by lodging tax. Our CVB was open a total of 2,040 hours during July 2020-June 2021 (one week closed for Christmas). The lodging tax funding funded approx. 400 of those hours. 4. Postage reimbursements to unfunded chambers shall include post office receipts and breakdown of mailings -- bulk, first class, etc. This is to be used in response to travel inquiries, not other chamber business. We had 27 requests of full visitors packets, sent

							<p>Priority Mail at 7.95 each for a total of \$214.65. We had a total of 60 1st class mailings of small packets for a total of \$33.00.</p> <p>5. Additionally, the top five states requesting information should be documented. MT IN ID WA WY</p> <p>6. Assess the results of this method and explain whether you will or will not continue using this marketing method and why. (Section 15.2.19) This method was successful in bringing in people who either called or submitted a request on our website. We will continue this method moving forward.</p>	
Marketing Support	Fulfillment/Telemarketing/Call Center	Phone, postage and supplies to fulfill visitor information requests through the Dillon VIC. Fulfillment piece is the Visit Dillon Guide, Visit Southwest MT Guide and other niche brochures as requested.	<p>In 2019, there were 10 fulfillment packets sent out. Based on this number, and an increased number of inquiries to VIC, we feel an increased number of packets will be requested.</p> <p>Destination Analysts https://www.destinationanalysts.com/insights-updates/</p> <p>66.4% of travelers rely on the opinions of in-person and/or through direct contact (email, text, etc.) for travel inspiration.</p>	We will track distribution of full visitor packets and first class mailings to visitors requesting information.	In 2019, there were 10 fulfillment packets sent out. This season we expect travelers to request packets to be sent before they plan their travels.	\$250.00	<p>Did you meet your objective - was your strategy successful - Yes/No Explain.</p> <p>Evaluation Requirements:</p> <p>1. What indicators were used to track success? Report metrics and measurements. We sent out 27 full visitor packets and 60 first class mailings to visitors requesting information.</p> <p>2. Assess the results of this method and explain whether you will or will not continue using this marketing method and why. Yes, we will continue this method for the next year. It is helpful to our visitors to understand where Dillon is in comparison to Yellowstone, Bozeman, and Glacier.</p>	
		Up to, but not exceeding, 20% of the organization's new annual revenue will be designated to cover administrative expenses,					Did you meet your objective to not exceed 20% maximum allowed for administrative	

Marketing Support	Administration	<p>New annual revenue shall be defined as any new lodging facility use tax collections that have not had administrative expenses deducted from it. The intent of the administrative budget is to cover costs incurred in the implementation of approved marketing methods/ funded by the lodging facility use tax such as: xpenses such as wages, salaries, office supplies and equipment, accounting services, employer paid benefits including bonuses, health care, 401k, saving plans, books and reference materials, travel, janitorial services, legal fees, maintenance contracts for equipment, meeting rooms rental, postage, reasonable costs for coffee breaks during meetings of the governing body (i.e. coffee, nonalcoholic beverages, doughnuts), registration fees for professional development, rent, storage. utilities, cell phone contracts, cloud data storage subscriptions, convention and/or event wubsidies, VIC seasonal enhancements/beautification such as planter boxes.</p> <p>Admin funds are budgeted for required expenses for operation of the DCVB such as supplies, postage, bookkeeping, equipment, tech support, miscellaneous and employer clsts related to staff wages.</p>	<p>This is an operational method employed by the organization in order to adhere to the governing rules and regulations.</p> <p>The CVB has used Administration funds every year since becoming a CVB. While it may not be directly supported by specific research, past experience has demonstrated that the organization's operations and successful marketing relies on administrative funds. Often the Administration funds budget is added to or combined with other administrative funds provided by the joint operation of a CVB, Chamber of Commerce, TBID, or other. Without these funds it may not be economical or feasible to have permanent staff administering the CVB.</p>	<p>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 20% of the total annual lodging tax receipts (or less). Success will be determined by the total spend in the Administration method; if it is 20% or less, we will consider the method successful.</p>	Administrative/operational costs are necessary to successfully operate a business/organization.	\$3,900.00	<p>expenses? Yes/No Explain. Yes, we did not exceed the 20% allowable expense.</p> <p>Evaluation Requirements:</p> <p>1. Describe types of expenses administrative funds were used for.</p> <p>The 20% administration is used to help pay the salary of the Executive Director, pay for ink in printer for printing of maps, brochure copies, as needed, and help with the internet/phone use and rent for office space.</p> <p>Evaluation Requirements:</p> <p>2. Assess the results of this method and explain whether you will or will not continue using this marketing method and why. (Section 7.5) Yes, we will continue to utilize this method as it is critical to the success of the Dillon CVB.</p>	
Marketing Support	TAC/Governor's Conference meetings	The DCVB Director will attend TAC meetings and the annual Governor's Conference.	<p>This is an operational method employed by the organization in order to adhere to the governing rules and regulations.</p> <p>While it may not be directly supported by specific research, past experience has demonstrated that the organization's operations and successful marketing relies on participation of the executive director at quarterly Tourism Advisory Council Meetings whereby pertinent information is shared and action is taken.</p> <p>Past experience attending the Montana Governor's Conference on Tourism and Recreation has also shown to be beneficial as a networking, training and education event. The</p>	<p>Attendance at TAC meetings is a requirement as part of the use of the bed tax funds. Governor's Conference provides insights and education for destination marketers.</p> <p>Success will be measured by the attendance of the executive director or authorized representative at all required quarterly TAC meetings (both</p>	Funding and marketing plan are approved by TAC, attendance at TAC meetings is required.	\$1,000.00	<p>Did you meet your objective to have executive director or representative attend all virtual and in-person TAC meetings and the annual Governor's Conference on Tourism and Recreation? Yes/No Explain Yes, the Executive Director attended the in-person TAC meeting in the spring 2021 and attended the online virtual TAC meeting in the fall of 2021. The Governor's conference was postponed due to COVID.</p> <p>Evaluation Requirements:</p> <p>1. Method shall be evaluated by the means outlined in the marketing</p>	

			executive director, members of the board and staff have participated in meetings and conference every year the organizations has been a CVB.	virtual and in-person) and the annual Montana Governors Conference on Tourism and Recreation.			plan. 2. Assess the results of this method and explain whether you will or will not continue using this marketing method and why. Yes, we will continue to send our Executive Director to all TAC meetings. We feel it is important for our Executive Director to stay current on all updates from the TAC and the MOTBD.
Marketing Support	Marketing Support/Customer Service Training	We will work with local businesses to provide to their employees information on local activities, events and details about Dillon and Beaverhead County. We will provide a training day to take employees out to areas of interest and provide information that they can in turn provide to visitors.	Our local business request brochures, guides and training throughout the season. Local businesses we spoke with say their employees are unaware of all that our local community has to offer to visitors. Skift Travelers are more motivated to travel by adventure than they were in the past. This year, there is also an increased preference for hyper-local, unique, and transformative travel experiences. Travelers are specifically looking for experiences that will change their world perspective. Travelers are also more thoughtful about the environment and their own personal wellbeing than they have been in the past years, and both of these things will have strong ramifications when it comes to their travel preferences and behaviors. Customer service training can help the visitors enjoy their experience.	We will measure this project successful by providing opportunities for customer service training to our businesses in the tourism industry.	It is important for businesses to have trained staff who can provide visitors with information on our area. Knowledge of Dillon and Beaverhead County is a needed service to help visitors plan their visit.	\$1,500.00	Did you meet your objective - was your strategy successful - Yes/No Explain. Yes, while COVID continued to create starts/stops with various businesses with regards to workforce planning. The workforce in Dillon decreased dramitically after the college students left in late April, our businesses struggled to find anyone to work in our remote area and visitors were abundant. Evaluation Requirements: 1. The total number of sessions and number of attendees in the area or region should be included. I was able to forward emails from Headwaters/RCD regarding training to our businesses. The Chamber participated in to different trainings with Headwaters, one for Quickbooks and one for Facebook marketing. Two sessions per training was attended. The Chamber has also partnered with University of Montana School of Outreach to explore trainings and workforce developement projects that may help our local businesses.

							2. Assess the results of this method and explain whether you will or will not continue using this marketing method and why. (Section 15.2.20) This is an important method and we intend to continue the promotion of training in Dillon. Several businesses have asked about training and our partnership with Headwaters and UMW School of Outreach show promising opportunities for next year.	
Marketing Support	Joint Ventures	The Joint Venture Digital Marketing Program with MOTBD would be an affordable joint venture advertising opportunity for our area.	<p>By leveraging MOTBD's media buy, JV Partners can:</p> <ol style="list-style-type: none"> 1. Buy into opportunities at lower negotiated rates. 2. Receive placements in premium positioning within premium content websites. 3. Capitalize on consumer awareness built by MOTBD to increase interest and bookings for the JV Partner's destination or business. <p>Information provided by MOTBD's Website under Joint Ventures https://marketmt.com/JointVenture</p> <p>Once Joint Venture is identified or started, update reseach/statistics specific to the activity.</p>	By working with MOTBD they would be able to provide us with needed visitor analytics. We will continue to research joint venture with MOTBD.	This opportunity would allow us to shoulder up to MOTBD's overall plan to make the entire state's advertising stronger and more cohesive.	\$100.00	While the Executive Director is still learning about the Joint Venture opportunities, this method is important and we wish to continue this method for the next year.	
Marketing Support	Opportunity Marketing	We will set aside funds to use with other marketing oppourtunies in our area.	<p>A detailed explanation of funds being used will be provided as they appear.</p> <p>Once an opportunity is identified update specific activity information.</p>	As opportunities arise, we will determine the appropriate metrics.	This method is important so that we are able to access funds for items that may come up during FY22.	\$100.00	While the Executive Director is still learning about this method and the opportunities, this method will continue for the coming year.	
		We would like to be able to provide directional signage to our attractions. This area is currently lacking, and the area would benefit significantly if	<p>If our visitors are going to find their way around our area, signage must be provided.</p> <p>Travel Wayfinding https://www.travelwayfinding.com/team/</p> <p>Dr Paul Symonds has a PhD in Wayfinding from Cardiff Metropolitan University in the UK. Paul works with the signage industry, airports and other locations providing wayfinding audits, consultancy and training. His research show Wayfinding is particularly important for a number of reasons. To provide a few examples:</p>				Did you meet your objective - was your strategy successful - Yes/No Explain. No, while we did not complete a wayfinding project, we did begin to explore Wayfinding projects and have learned that we need a consultant to get started and more funding. That will be the next step in this project in the future	

Marketing Support	Wayfinding	<p>directional signage alone were provided.</p> <p>Here's how the Registered Graphic Designers of Ontario describes the process of wayfinding, "The wayfinding process involves a series of decisions by which people moving through an environment can reach their desired destination. Those decisions are guided by architecture features and space planning elements, as well as by recognizable landmarks. They're also supported by signage and other graphic communications and, increasingly, by audible and tactile innovations that assist people with special needs" as described by The Access Ability: A Practical Handbook on Accessible Graphic Design.</p>	<ul style="list-style-type: none"> • Safety and security – Crowd control and safe movement of people is sometimes vital, such as in emergency situations. Directing people efficiently towards their seats in sports stadia prevents any potential issues from overcrowding. • Commercial – steering behaviour is invaluable for commercial outlets and locations in how they make profits. Everywhere, from exhibition centres, tourist attractions, airports, urban centres, shopping malls etc. use wayfinding to guide people to spend, to go in certain directions etc. • Repeat Business – Creating a very positive customer experience is important for return business. A lost user who is highly-stressed is far less likely to be a return visitor to a location. This has a detrimental effect on users and impacts on the decision of whether or not to return. Stakeholder and <u>commercial needs are an important aspect of wayfinding.</u> • Efficiency and enjoyment – From a person's own point of view (the agent who uses the agency to make decisions), efficiency i.e. direct routes can be important but equally so, we often go from A to B to enjoy the experience of the route itself. 	Wayfinding is a project and therefore we evaluate success based on project completion. The project may involve creation, install, updates, etc.	Wayfinding in the Dillon area is a useful tool for visitors and drive through traffic. Visible signage directing visitors to attractions, lodging, food/beverage, shopping and visitor information is constantly used and must be kept current. Cell phone/internet connectivity coverage is spotty in our county.	\$5,300.00	<p>would be to secure a consultant and work on the funding side.</p> <p>Evaluation Requirements:</p> <ol style="list-style-type: none"> 1. Photo or layout of finished product (attach). 2. Include the most recent traffic counts if available/relevant. 3. Assess the results of this method and explain whether you will or will not continue using this marketing method and why. (Section 15.2.8) We plan to continue our exploration of this method into the next year. Dillon Montana is in dire need of wayfinding signs, but there is additional fact finding that must be done in order to begin. We hope to make more progress with wayfinding in 2022. 	
						\$57,800.00		

Marketing Method Evaluation Attachments

- Attachment 1 Bus Tours ad summer 2021.pdf
- Attachment 2 Missoulian 05.30.2021.pdf
- Attachment 3 Missoulian 06.6.2021.pdf
- Attachment 4 Missoulian 06.13.2021.pdf
- Attachment 5 Territorial Rodeo poster final.jpg
- Attachment 6 FY21 B2A.xlsx
- 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	\$21,000.00	\$0.00
Consumer	Social Media	\$2,650.00	\$0.00
Consumer	Printed Material	\$3,500.00	\$0.00
Consumer	Print Advertising	\$4,784.00	\$0.00
Consumer	Website/Internet Development/Updates	\$5,000.00	\$0.00
Consumer	Photo/Video Library	\$12,000.00	\$12,000.00
		\$48,934.00	\$12,000.00
Marketing Support	VIC Funding/Staffing/Signage	\$8,500.00	\$0.00
Marketing Support	Fulfillment/Telemarketing/Call Center	\$2,750.00	\$0.00
Marketing Support	Administration	\$21,671.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$0.00	\$0.00
Marketing Support	VIC Staff/Customer Service Training	\$6,000.00	\$0.00
Marketing Support	Opportunity Marketing	\$1,000.00	\$0.00
Marketing Support	Joint Ventures	\$0.00	\$0.00
Marketing Support	Wayfinding	\$0.00	\$0.00
		\$39,921.00	\$0.00
		\$88,855.00	\$12,000.00

Miscellaneous Attachments

Description	File Name	File Size
FY21 Pie Chart by Method	Dillon CVB FY21 Marketing Plan Total Budget by Method.pdf	175 KB
FY21 Pie Chart by Method	Dillon CVB FY21 Marketing Plan Total Budget by Method.pdf	175 KB
FY21 Pie Chart by Method	Dillon CVB FY21 Marketing Plan Total Budget by Method.pdf	175 KB
FY21 Pie Chart by Segment	Dillon CVB FY21 Marketing Plan Total Budget by Segment.pdf	65 KB
FY21 Pie Chart by Segment	Dillon CVB FY21 Marketing Plan Total Budget by Segment.pdf	65 KB
FY21 Pie Chart by Segment	Dillon CVB FY21 Marketing Plan Total Budget by Segment.pdf	65 KB
FY21 Pie Charts - excel version	Dillon CVB FY21 piecharts.xlsx	25 KB
FY21 Pie Charts - excel version	Dillon CVB FY21 piecharts.xlsx	25 KB
FY21 Pie Charts - excel version	Dillon CVB FY21 piecharts.xlsx	25 KB

Reg/CVB Required Documents

Description	File Name	File Size
FY21 Certificate of Compliance	2020-05-20 Applicant Certificate of Compliance.pdf	447 KB
FY21 Application for Lodging Tax	2020-05-20 Application Lodging.pdf	342 KB

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Description	File Name	File Size
FY21 Certificate of Compliance	2020-05-20 Applicant Certificate of Compliance.pdf	447 KB
FY21 Application for Lodging Tax	2020-05-20 Application Lodging.pdf	342 KB
FY21 Pledge of Understanding	2020-05-20 Required Document signed.pdf	330 KB

