



Grant Details

108656 - FY22 Region/CVB Marketing Plan

113965 - FY22 Belgrade CVB Marketing Plan

DOC Office of Tourism

Grant Title:	FY22 Belgrade CVB Marketing Plan		
Grant Number:	22-51-010		
Grant Status:	Underway		
Comments:			
Applicant Organization:	Belgrade Chamber of Commerce		
Grantee Contact:	Kristi Gee		
Award Year:	FY22		
Program Area:	DOC Office of Tourism		
Amounts:			
Contract Dates:	Contract Sent	Contract Received	Contract Executed
Project Dates:	06/16/2021 Proposal Date	07/01/2021 Project Start	06/30/2022 Project End
Grant Administrator:	Barb Sanern		
Contract Number	22-51-010		
Award Year	FY22		
Contract Dates			

Contract Sent Contract Received Contract Executed Contract Legal

Project Dates 07/01/2021

06/30/2022

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?

Description

Belgrade, Montana is a community that is seeing rapid growth. We have a mix of small locally owned businesses as well as larger corporations. Belgrade is the fastest growing community in the State of Montana!

Bozeman Yellowstone International Airport is less than one mile away from the Belgrade city limits. We see visitors from all over the country on a regular basis. Belgrade welcomes visitors and provides many services they need for their stay. Visitors will find clean, up to date hotels, excellent restaurants, parks to relax in and other services for their needs. Visitors will find small town hospitality on their way to Yellowstone National Park and to premier skiing.

Strengths

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, a guided fishing expedition, experiencing a day on the slopes of the Bridger Bowl Ski Area or Big Sky, or a trip to the Lewis and Clark Caverns, there will never be a dull day when visiting Belgrade, Montana.

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.

Travel Services – Bozeman Yellowstone International Airport offers 30 direct flights to Bozeman from major cities across the country and it is the busiest airport in the state of Montana. I-90 runs right through Belgrade, making it easy for arriving by car as well.

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

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 with 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.

Vibrant and Charming Small Town – 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.

Opportunities

Now that travel restrictions because of Covid-19 are being lifted and it is easier to travel, we feel Montana, our area especially, will be the place to go to. So many people flock to our area for the outdoor activities, hiking and camping being the top two. Our online/digital and social media marketing campaigns will reflect this.

We feel that since Covid-19, potential visitors will look to travel to Montana for the outdoor activities and wide open spaces. We want visitors to call Belgrade their temporary home while they are exploring all that our area has to offer.

Challenges

We still struggle with Google Maps directing visitors on roads that do not come through Belgrade. These roads are small and not signed well. This can be frustrating to visitors and create a bad first impression. We are doing some research on some Wayfinding information and ways to direct visitors where they need to go.

We often find that visitors will choose Bozeman over Belgrade as they have more services. Belgrade is not a stand alone destination spot. Our online/digital and social marketing campaigns will show Belgrade as an option when traveling to the area by touting excellent customer service, our small town charm and proximity to other destination spots.

Montana's 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.

We will continue to carry the "Know Before You Go" safety messaging on our website as well as on online/digital and social media marketing. We will update any changes to the campaign when MOTBD provides updates.

Describe your destination.

We will reach potential visitors with online/digital advertising, social media advertising and through our ad in the USA Today National Parks Guide to invite them to stay a night or longer in Belgrade.

Inspiration:

With eye catching ads on social media and through digital advertising, we will inspire the visitor to stay in Belgrade for new experiences and to enjoy the natural beauty our area has to offer.

Orientation: We will show how easy it is to get to Belgrade. Through our advertising we will show that Bozeman Yellowstone International Airport is close and that I-90 runs right by. We will also educate visitors on how close Belgrade is to other destinations and why Belgrade is a great choice to stay while visiting multiple destinations.

Facilitation:

By having great relationships with our hospitality partners in Belgrade, we will work together to make sure that our hotels, restaurants and shops are welcoming and knowledgeable about the area. We will all be ambassadors for our area. We will offer education pieces to our hospitality partners on what visitors can do while in the area. This will help make the visitors experience better.

Optional: Include attachments here

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

1. Belgrades target market is shifting a little in FY22. With Covid restrictions lifting and expectations for a busy tourism season in Montana, we are expanding from drive only last year to incorporating direct flight markets.

1. Demographics/Psycho-Graphics:

1. 35-65+ years old, adventure seekers who also enjoy outdoor activities, outdoor enthusiasts, family adventure seekers, summer, fall, and winter enthusiasts.

2. Frequent travelers looking for outdoor adventure, National Parks enthusiasts, Families

2. Geographics:

1. Drive Markets:

1. Spokane, WA, Coeur d' Alene, ID, Boise, ID, N. Wyoming, South Dakota, Montana

2. Direct Flight Markets:

1. Denver, CO, Salt Lake City, Ut, Seattle, Washington, Los Angeles, CA, Dallas, Texas, Minneapolis, MN

b. What are your emerging markets?

The following markets are direct flights from Bozeman Yellowstone International Airport and they are markets we will be looking at in FY22:

1. Nashville, TN

2. Chicago, IL

3. New York, NY

4. Atlanta, GA

Optional: Include attachments here.

c. What research supports your target marketing?

1. With Covid-19 restrictions starting to lift for the summer tourism season in Montana, our strategy has shifted more towards a regular tourism season. This allows us to rely on research on how to target and implement our marketing strategies to target the right audience:

1. We follow the research for Tourism & Recreation from the University of Montana (<https://itrr.umt.edu/>). This gives a data points to use for deciding demographics and geographic target markets.
2. Using airport data from the Bozeman Yellowstone International Airport helps us determine new emerging markets and successful existing flight markets to continue to use as a target market. (<https://bozemanairport.com/>)
3. National tourism research organizations help us understand the tourism markets and expectations outside of Montana. Article such the US Travel Impact study shows us data we can use to find our target markets. (https://www.ustravel.org/system/files/media_root/document/Research_Fact-Sheet_US-Travel-Answer-Sheet.pdf)
4. We use our past marketing campaign data to determine which markets are producing the best results. Overtime, we are able to see where our marketing funds are most effectively spent.

Goals:

-Increase our presence on social media

We currently have 1900 followers, we would like to gain another 100 in FY22

-Meet regularly with our marketing firm to reposition or pull any ads that are not showing at least a .06% click rate

-Share a Joint Venture with one or our tourism partners in our area

We will reach out to our local tourism partners and find a joint venture that works for all of us

-Educate our local hospitality partners about the area to give visitors a great experience while in Belgrade

We will have a class that our hospitality partners can attend that will educate them on how to make the visitors experience great.

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

We would like to participate in a joint ventures in digital marketing and print campaigns. We have found it difficult in the past to participate because our budget is small. This year, we allotted more funds for joint ventures and hope to be able to participate when they become available.

Optional: Include attachment here.

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

We feel that participating with Yellowstone Country and other CVB's in our area can maximize our funds while promoting our area specifically. We will be looking at the joint ventures that Yellowstone Country provides as well as talking to other CVB's about working together.

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

We haven't participated in a joint venture in a few years. The last joint venture was with Yellowstone Country on a Trip Advisor joint venture. The joint venture was mildly successful. We did not feel that the click through rates were as high as we hoped.

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.	Describe the quantifiable measurements for success including Regulations requirements.	Estimated budget for method.	Marketing Method Evaluation	Add'l Atchmnt
Consumer	Online/Digital Advertising	Our digital/online marketing will use display advertising to target tourists in both drive and flight markets. We use specific keyword targeting to get our display ad and message in front of the right audience at the right time. The objective is to target travelers in defined markets who are searching or reading about specific keywords (example: Skiing in Montana, Visiting Yellowstone, family vacation Montana, outdoor activities, etc. related to our defined target audience. Our ads are directed to inspire and help influence travelers that are looking	We use a few different research and data methods to make decisions on what audience/market will be most effective to target our marketing towards. With the help of the State of Montana and ITRR, we are able to define tourism data on spending, visitor profiles, and markets to target. We also use previous years marketing campaigns to review data and find what markets are more effective and successful. We also look at the local airport to determine emerging markets.	Digital Marketing provides the ability to show quantifiable success through metrics and analytics. We will be able to measure success by looking at Key Performance Indicators that we think are the most important such as impressions of ads shown, clicks/visits to the Belgrade website, and taking that data to see what markets and demographics are most effective to engage with	\$11,500.00	Belgrade's online/targeted digital marketing campaign was very successful. Over the lifetime of the winter campaign we served 3.5 million impressions with over 5,000 clicks back to our website. We had a click through rate of 0.15%. We targeted major cities with direct flights to Bozeman Yellowstone International Airport showing brand awareness while targeting visitors interested in winter outdoor activities such as skiing and snowmobiling. Targeted keyword display advertising is a very effective part of our marketing plan.	Belgrade Chamber of Commerce 2022-10-28T1719.pdf

		<p>for adventure to visit our website to learn more about Belgrade and all there is to do in our area. Once we capture a traveler based on their keyword searches, we will show ads across websites they visit (cnn.com, espn.com, weather.com) for a period of 30 days. This method will not only capture travelers but show them inspiring ads but retarget over time to drive traffic to our website.</p>		<p>our ads and website. Our FY21 campaign saw 4.65M impressions. Our goal for FY22 will be 4.70M impressions.</p>		<p>We are able to target specific visitors that are interested in winter activities, travel, and other demographics to get our brand in front of the right audience. We are able to get our message and brand in front of millions of qualified visitors allowing us to target the right visitors with a smaller budget. We will continue to use this method in the future.</p>
Consumer	Social Media	<p>Belgrade Chamber will use our growing social media Facebook page to offer content, events, and photos of all there is to do in our community for visitors. We will design Facebook Ads to showcase the outdoor activities and beautify of Belgrade to visitors looking to travel and adventure. With Facebook Ads, we will be able to target specific audiences to get our ads in front of the right visitors. This will increase our ability to drive traffic to the Belgrade Chamber site for visitors to</p>	<p>ITRR and State tourism data help us determine our target audience and who is likely to explore and seek out new outdoor destinations such as Belgrade. We use past marketing campaign data to determine which markets we should continue to target to spend our budget successfully. This research allows us to spend our limited budget while still targeting the right visitor at the right time to help influence their visit to Montana, specifically Belgrade.</p>	<p>Social Media Marketing, specifically Facebook Ads, allows us to be very specific on what quantifiable success looks like. Facebook provides data that allows us to target specific geographic areas along with specific demographics, interests, and more to reach the right audience with our ads. We measure individual ad metrics showing impressions, clicks to the site, our reach, and frequency of ads show to each visitor. We can measure what geographic areas perform best and what ad creative engages the</p>	<p>\$9,500.00</p>	<p>Our Social Media paid advertising strategy was very effective and successful. We served over 1 million impressions to visitors interested in winter activities and generated almost 12,000 clicks to our website. Our click through rate was 1.09% which is above the Facebook average. Our Belgrade Facebook page increased our following by 500 followers. We continue to provide content on our page along with our paid advertising. This method of utilizing social media as a way to advertise our winter campaign continues to be effective. We are able to showcase our area with photos and messaging along with targeting demographics</p>

Belgrade Chamber 2021 2022 Over 2021-09-01_2022-02-28.pdf

		learn more about our community. The goal is to utilize the social media platform, Facebook, to increase awareness of Belgrade, grow our Facebook page, and increase overall exposure of Belgrade and Montana.		most visitors. Secondly, our goal is to grow our social media following by getting likes on our business FB page year over year. We currently have 1900 followers on Facebook. Our goal is to add 100 more followers in FY22.		that are looking to experience Belgrade in the winter months. Hagadone Media Group develops our creatives for our paid social media ads and provides the media placement. We will continue to use this advertising platform to get our messaging out for Belgrade. We will continue to use this method in the future.	
Consumer	Print Advertising	We plan on placing a quarter page ad in the USA Today Guide to National Parks. There will be up to 800,000 printed copies distributed everywhere USA Today is sent. With this ad, we will also be included in the digital version of the publication. We will target those visitors looking to visit Yellowstone National Park as well as Glacier National Park.	Return on investment on print materials is difficult to track, but we feel print ads are still important. The USA Today National Guide to National Parks has been in print for over 5 years and will print up to 800,000 copies this year. These copies will be distributed to potential travelers all over the country. https://www.forbes.com/sites/larrylight/2020/06/22/the-revitalization-of-print-advertising/?sh=3533cd1a6a28	We will track publication distribution numbers and the number of click throughs from the digital version. We would like to see a .06% click through rate.	\$2,500.00	Yes, this method was successful. There were 798,000 copies sent out with USA Today subscriptions and placed everywhere that the USA Today is sold. We saw a .08% click through rate through the digital version. We will continue to use this method and continue our ad in the USA Today National Park Guide as it fits into our budget.	
Marketing Support	Administration	We will use the 20% allotted within the guidelines of the Rules and Regulations.	We plan to stay within the 20% allotted and within the guidelines of the Rules and Regulations.	We will stay within the 20% allotted and within the guidelines of the Rules and Regulations.	\$7,500.00	A total of \$9,399.20 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.	
						This method	

Marketing Support	Opportunity Marketing	Our strategy for this method is to use the funds allotted for any marketing that comes up during the course of the fiscal year.	Not knowing what these funds would be used for, we would make sure that they are used in the best possible way. Research would be done by the marketing company what rates/number they are seeing for the funds we are providing for any digital marketing. We would ask for numbers for any print material. Research/statistics will be provided when the opportunity arises.	We would want to see the proper analytics on any sort of digital marketing or online campaign with seeing the most click rates possible with the funds we have. With print marketing, we would measure by how many copies were printed and distributed.	\$2,500.00	<p>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.</p> <p>We also supported Voices of Montana Tourism for \$500.00. Voices of Montana Tourism is a great advocate for tourism in Montana and we feel that financialy supporting this advocacy group is important.</p> <p>We will continue to use this method in the future.</p>
Marketing Support	TAC/Governor's Conference meetings	At least one person from our organization will attend all TAC meetings and the Governor's Conference on Tourism as directed by the TAC Rules and Regulations.	TAC meetings and the Governor's Conference on Tourism are full of information and it is important to be knowledgable about brand recognition. Information gained in these meetings and conferences are useful to us as we plan our own campaigns.	We will stay within the budgets allowed within the guidelines of the Rules and Regulations. Attendance is required per the Rules and Regulations. This method is successful and we will continue to use this method.	\$1,500.00	<p>This method is always successful. Kristi Gee, CEO of the Belgrade Chamber of Commerce/CVB attended the Governor's Conference in Billings. Kristi Gee and Hannah Crum, Membership & Events Coordinator, attended the TAC Conference in June in Lewistown to present the FY23 Marketing Plan.</p> <p>We will continue this method. There is much value in attending the Governor's Conference and TAC meetings and summits. The funds</p>

						provided by this method help our small CVB to cover travel costs.
Marketing Support	Joint Ventures	We would like to collaborate with another CVB, Yellowstone Country or the State of Montana with a joint venture to promote our area.	Joint venture programs leverage funds by getting the best bang for your buck. Online/digital marketing and social media marketing are a huge part of our small budget. A joint venture program would allow a way to get into more markets and possibly other mediums. Research/statics will be provided when a joint venture is employed.	We would measure success by the analytics that we would receive. Data would be compared to other data we have. At this time, we do not have a joint venture set up, but we will continue to look for a joint venture opportunity.	\$2,500.00	In FY22, this method was not successful. We did not find a joint venture to participate in. Our small budget does not allow to participate in most of the offered joint ventures. 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.
					\$37,500.00	

Marketing Method Evaluation Attachments

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget
Consumer	Online/Digital Advertising	\$19,671.00
Consumer	Social Media	\$17,410.00
Consumer	Print Advertising	\$2,500.00
		\$39,581.00
Marketing Support	Administration	\$10,080.00
Marketing Support	Opportunity Marketing	\$2,500.00
Marketing Support	TAC/Governor's Conference meetings	\$1,500.00
Marketing Support	Joint Ventures	\$9,000.00
		\$23,080.00
		\$62,661.00

Miscellaneous Attachments

Description	File Name	File Size
Belgrade CVB Marketing Plan Total Budget Pie Chart	Budget Pie Chart.xlsx	15 KB
Budget Pie Charts	Budget Pie Charts.xlsx	18 KB
Belgrade Consumer & Marketing Pie Chart	Budget Pie Charts.xlsx	18 KB
FY22 Budget v Actual Pie Chart	FY22 PieChart.xlsx	18 KB

Reg/CVB Required Documents

Description	File Name	File Size
Belgrade CVB Required Documents	CVB Required Docs.pdf	161 KB

