



## Grant Details

### 108656 - FY22 Region/CVB Marketing Plan

#### 113966 - FY22 Dillon CVB Marketing Plan

#### DOC Office of Tourism

**Grant Title:** FY22 Dillon CVB Marketing Plan  
**Grant Number:** 22-51-015  
**Grant Status:** Underway  
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**Applicant Organization:** Beaverhead County Chamber of Commerce and Agriculture  
**Grantee Contact:** Rebecca Jones  
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**Amounts:**  
**Contract Dates:**

	Contract Sent	Contract Received	Contract Executed
<b>Project Dates:</b>	06/16/2021 <small>Proposal Date</small>	07/01/2021 <small>Project Start</small>	06/30/2022 <small>Project End</small>

**Grant Administrator:** Barb Sanem  
**Contract Number:** 22-51-015  
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Project Start   Project End

**Comments**  
**Amendment Comments**

## Community & Brand Support

*Describe your destination (who you are, who you wish to attract and why would they come) addressing your strengths, opportunities, and potential challenges. How does your destination align with Montana's brand pillars?*

Welcome to Dillon! We are a rodeo town, a ranching town, a fly fishing town, a hunting town! Dillon is situated in a sweeping valley into which the Big Hole and Beaverhead rivers converge. This is where you can discover and explore the beginnings of Montana. Lose Yourself | Discover Yourself!

This is a community of a gold mine of history, ranging from native Americans trekking through the area to Lewis and Clark's famous journey, to gold rushers and vigilantes from the railroad to teamsters, farmers, and ranchers. So much is well-preserved and waiting for you to explore.

Beaverhead River is a Blue-Ribbon Trout Stream that is a favorite for expert fly fishermen/women. 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, two 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 relaxing 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 County'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: Territory Days in June, Sr. Pro Rodeo and Dillon History Days in July, Montana's Biggest Weekend | Labor Day Rodeo (parade, fair, and concert), Beaverhead Marathon, Dinner in the Park, Halloween Party, Parade of Lights/Festival of Trees in December 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.
- New the Summer '21, Beaverhead Treasure Hunt | Calling all treasure hunters, Visit Beaverhead County to find a small, solid glass, blue cowboy hat paper weight in one of the businesses in Beaverhead County. The cowboy hat paper weight is yours to keep, just bring it by the Dillon Visitors Center to let us know you found it and receive another prize to shop in our local businesses.
- 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 impacted our area in 2020. In 2021, we anticipate an increase in visitors who area ready to explore, which is actually an opportunity!
- 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 has impacted international travel to the U.S. and Montana.

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.

Beaverhead County Data.pdf

**Describe your destination.**

**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.

**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?*

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

Arrivalist Data 2020 Top 5 residency of origin for nonresident visitors to Dillon: Idaho, Utah, California, Washington, Oregon

**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?

FY22 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. In April 2021, we invited Steve to return and speak at another meeting. We have found some interest in pursuing a TBID for Beaverhead County.

**Optional: Include attachment here.**

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.	Describe the quantifiable measurements for success including Regulations requirements.	Estimated budget for method.	Marketing Method Evaluation	Add'l Attchmnt
Consumer	Website/Internet Development/Updates	The CVB's standalone website was launched in late 2020. <a href="https://www.visitdillonmt.com/">https://www.visitdillonmt.com/</a> 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 <a href="https://southwestmt.com/">https://southwestmt.com/</a> ) 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.	In order to be relevant, we found that people search websites to find places to visit.  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.	The methods will be successful if we meet our objective to maintain an engaging web presence. We will track website analytics including time on site and pages visited 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.	\$5,000.00	Did we meet our objective? Yes, while we no longer had a hired web developer, the Executive Director has strived to update the website and keep it fresh. Analytically, our page visits are up 206% with our events page leading the way. Other pages are up as follows: Things to do up 13%, Food/Drink up 21% and Places to Stay up 36%. Keeping the page fresh and updated has paid off in additional visitors to our page. We will continue this method in the future.	
		All print advertising will include information and call to action to visit the new website <a href="https://www.visitdillonmt.com">visitdillonmt.com</a> .	A targeted approach with print adv. Provides ability to choose editorial subjects to deliver highly targeted content to an already engaged audience.	The objective of print advertising in selected publications is to broaden the		Did we meet our objective? Yes, we	

Consumer	Print Advertising	<p>Advertising is planned in the Southwest Montana Travel Guide that is distributed annually throughout the region and by request through fulfillment channels.</p> <p>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>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>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>	\$5,000.00	<p>were able to place appropriate ads in each print media publication. Based on our website analytic of a 206% increase in our page visitors, we will continue this method according to our budget.</p>	<p>VisitDillon-Ad-FullPage-version3b(002).png</p>
Consumer	Printed Material	<p>While we are able to print brochures, maps, and copy materials for visitors, on an ad hoc basis with our laptop and printer, we will also hire vendors to print more professional brochures, posters, maps for our visitors. We will know how many are printed and will be able to determine the number of brochures received by visitors.</p>	<p>We will reprint our hiking, biking maps and print the walking tour of Historic Downtown Dillon. We will continue to use our tear off maps and will redesign, once depleted. Printed materials encourage further exploration of our area. We will provide accurate count of materials 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"> <li>• 79% activities and attractions to enjoy.</li> <li>• 54% places to eat or enjoy.</li> <li>• 21% places to stay.</li> </ul>	<p>We are logging the visitors stopping in our visitor center and how many requests for printed materials were distributed.</p> <p>At the end of the season we will have an accurate account of distribution of materials.</p>	\$3,500.00	<p>Did we meet our objectives? Yes, in May of the 2022 fiscal year, we printed 5,000 slick-stock brochures and distributed them to the baggage claim racks in the following airports: Butte, Bozeman, Helena, Missoula, West Yellowstone and Idaho Falls/Teton Valley. We had a surprising number of additional requests from the Teton Valley for our brochures. What was hoped to last for two years supply, the 5,000 has now been depleted. Getting these brochures out regionally has helped to drive our website traffic. We will continue this method and reprint these brochures in the 2023 fiscal year.</p>	<p>Visit Dillon Brochure digital use.pdf</p>
Consumer	Social Media	<p>Update and manage social media sites that foster consumer engagement and enhance cross platform constancy, Facebook, and investigate Twitter, Instagram and You Tube.</p>	<p>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.</p>	<p>We will increase level of engagement through social media outlets and increase reach by 5% or more.</p>	\$1,200.00	<p>Did we meet our objective? Yes, we used social media for resident engagement through the Beaverhead Treasure Hunt program this summer and during Dillon History Days and Labor Weekend PRCA Rodeo.</p> <p>The reach is extended by the shares of our page with other parties and from growing our following base. Our Facebook page continues to grow from 900 followers to 1,060 followers since 2021. We currently have 1,067 people who follow our page.</p> <p>We will continue to leverage social media for our CVB, events, and the Beaverhead Treasure Hunt (a geo-scanvenger hunt). I'm still 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</p>	

						course of the 2023 year.	
Consumer	Online/Digital Advertising	Targeted Online/Digital Streaming Display (ie. Hulu, Youtube, Netflix, etc.), Social Media Management & Targeted Social Media advertising.	<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><b>Market Force</b>   <a href="https://www.marketforce.com/">https://www.marketforce.com/</a></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." <b>78% of respondents said the posts by companies they follow on social media impact their purchases decisions.</b></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, etc., as appropriate.	\$15,000.00	<p>Did you meet your objective? Yes, we partnered with KXLF in developing an online/digital presence that drove viewers to our newly redesigned <a href="http://www.visitdillonmt.com">www.visitdillonmt.com</a> website. We were successful in developing a 30-second and long-form video for both summer and winter seasons for use online and digitally. We will continue this in the future.</p> <p>Report click through rates and number of impressions. Per the attachment, our impressions rate was 493,617 and our click rate was 656. 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.</p> <p>Based on our Wix.com analytics, which reports that our "direct" visits to our <a href="http://www.visitdillonmt.com">www.visitdillonmt.com</a> website continue to increase 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.</p>	
			<p>Statistics from Digital Marketing Institute. <a href="https://digitalmarketinginstitute.com/blog/the-importance-of-video-marketing">https://digitalmarketinginstitute.com/blog/the-importance-of-video-marketing</a></p> <p><a href="https://blog.hubspot.com/marketing/state-of-video-marketing-new-data">https://blog.hubspot.com/marketing/state-of-video-marketing-new-data</a></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>				Yes, we will continue

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>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"> <li>• Offering a feel of face-to-face interaction</li> <li>• Building brand trust</li> <li>• Offering audiences casual, interesting updates (eg: behind the scenes)</li> </ul> <p>5. Boosting Conversions</p> <p>90% of consumers claim a video will help them make a purchasing decision. (Social Media 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 <b>up to 80%</b> (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 <b>two whole minutes</b> longer if there's a video.</p>	Success would be to produce a video and have it aired.	\$12,000.00	to keep current and produce videos and images of our town. We produced two videos and many images recently 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 marketing. This project was paid for using FY21 funds.
Marketing Support	VIC Funding/Staffing/Signage	We will have someone to greet visitors when they stop at the Visitors Center for information during the summer season. There is a Visitors Center job description on file at the Beaverhead Chamber of Commerce & Agriculture/Convention & Visitors Center office.	<p>The Visitors Center 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. Due to Covid, we had approx. 330 visitors last year who stopped to inquire about the area. Visitors to the area signed our guest book giving high marks for personalized customer services.</p> <p><b>Destination Analysts</b>   <a href="https://www.destinationanalysts.com/insights-updates/">https://www.destinationanalysts.com/insights-updates/</a></p> <p>66.4% of travelers rely on the opinions of <b>in-person</b> and/or through direct contact (email, text, etc.) for travel inspiration.</p>	Increase total number of inquires to Visitors Center and fulfillment 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.	\$1,200.00	<p>Did you meet your objective?</p> <p>1. Total number of visitors during the funding period. 959 people visited from July 2021-June 2022 A 37% increase over 2021!</p> <p>2. Number of visitors from the top 10 states or points of origin. 237 people visited from: MT ID CA CO UT TX OR WA AZ MN Canada had 26 people stopping in and 10 people from European countries, Denmark and Australia.</p> <p>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 1,980 hours during July 2021-June 2022. The lodging tax funding only funded approx. 400 of those hours.</p> <p>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 57 requests of full visitors packets, sent Priority Mail at 7.95-8.95 each for a total of \$557.35. We also had several overseas packets mailed to France, Germany, and Australia.</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. We have seen tremendous growth in visitors.</p>
Marketing Support	Fulfillment/Telemarketing/Call Center	Phone, postage and supplies to fulfill visitor information requests through the Dillon Visitors Center. Fulfillment piece is the Visit Dillon Brochure, Visit Southwest MT Guide and other specific brochures, as requested.	<p>In 2020, there were 14 fulfillment packets sent out. With COVID waning, we feel an increased number of packets will be requested.</p> <p><b>Destination Analysts</b>   <a href="https://www.destinationanalysts.com/insights-updates/">https://www.destinationanalysts.com/insights-updates/</a></p> <p>66.4% of travelers rely on the opinions of <b>in-person</b> and/or through direct contact (email, text, etc.) for travel inspiration.</p>	We will make YOY comparisons of fulfillment requests to measure our success and evaluate for next year.	\$1,200.00	<p>Did you meet your objective?</p> <p>1. What indicators were used to track success? Report metrics and measurements. We sent out 57 full visitor packets and several overseas. This represents 30 more packets than 2021.</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>
Marketing Support	Administration	<p>Up to, but not exceeding, 20% of the organization's new annual revenue will be designated to cover administrative expenses. 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: expenses 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, non-alcoholic refreshments), registration fees for professional development, rent, storage, utilities, cell phone contracts, cloud data storage subscriptions computer security contracts, convention and/or event subsidies, VIC seasonal enhancements/beautification.</p> <p>Admin funds are budgeted for required expenses for operation of the DCVB such as supplies, postage, bookkeeping, equipment, tech support,</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>	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 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.	\$4,000.00	<p>Did you meet your objective? Yes, we did not exceed the 20% allowable expense.</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>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</p>



		miscellaneous and employer expenses related to staff wages.				Dillon CVB.
Marketing Support	TAC/Governor's Conference meetings	The Dillon Convention & Visitors Bureau Executive 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 executive director, members of the board and staff have participated in meetings and conference every year the organizations has been a CVB.</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 virtual and in-person) and the annual Montana Governors Conference on Tourism and Recreation.</p>	\$1,200.00	<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 the Governor's Conference and the TAC meeting in the spring 2022 and attended the online virtual TAC meeting in the fall of 2022.</p> <p>1. Method shall be evaluated by the means outlined in the marketing plan.</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 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.</p>
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 distribute, via electronic email, Small Business Administration information to our businesses about workforce trainings, marketing training, customer service trainings, and financial help through the SBA for businesses.	<p>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.</p> <p>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.</p>	We will continue our project to provide information on customer service training opportunities to our local businesses.	\$1,000.00	<p>Did you meet your objective? Yes, the workforce in Dillon decreased dramatically after the college students left in late April, our businesses struggled to find anyone to work in our remote area and visitors were abundant.</p> <p>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 has also partnered with University of Montana School of Outreach to explore trainings and workforce development projects that may help our local businesses.</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 15.2.20) This is an important method and we intend to continue the promotion of</p>

						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"> <li>1. Buy into opportunities at lower negotiated rates.</li> <li>2. Receive placements in premium positioning within premium content websites.</li> <li>3. Capitalize on consumer awareness built by MOTBD to increase interest and bookings for the JV Partner's destination or business.</li> </ol> <p>Information provided by MOTBD's Website under Joint Ventures <a href="https://marketmt.com/JointVenture">https://marketmt.com/JointVenture</a></p> <p>Once Joint Venture is identified or started, update research/statistics specific to the activity.</p>	Metrics will be provided when specific activities are identified.	\$1,000.00	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 opportunities in our area including billboards.	A detailed explanation of funds being used will be provided as they appear.	Continue to pay for one billboard, and move to a new area to get more exposure. Discussing moving the billboard from I-15 in Dillon to I-90 between Whitehall and Butte.	\$1,000.00	We met our objective, it has been successful and we will continue. We moved our billboard to I-90 between Whitehall and Butte to get more exposure for a limited budget.	
Marketing Support	Wayfinding	<p>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 directional signage alone were provided.</p> <p>Here's how the Registered Graphic Designers of Ontario describes the process of wayfinding, "<i>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</i>" as described by The Access Ability: A Practical Handbook on Accessible Graphic Design.</p>	<p>If our visitors are going to find their way around our area, signage must be provided.</p> <p><b>Travel Wayfinding</b>   <a href="https://www.travelwayfinding.com/team/">https://www.travelwayfinding.com/team/</a></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> <ul style="list-style-type: none"> <li>• <b>Safety and security</b> – 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.</li> <li>• <b>Commercial</b> – 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.</li> <li>• <b>Repeat Business</b> – 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 commercial needs are an important aspect of wayfinding.</li> <li>• <b>Efficiency and enjoyment</b> – 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.</li> </ul>	Wayfinding is a project and therefore we evaluate success based on project completion. The project may involve creation, install, updates, etc. and may require several months to complete.	\$5,300.00	<p>Did you meet your objective? No, while we did not complete a wayfinding project, we did begin to explore Wayfinding projects and have consulted with a consultant during this time. The consultant we spoke with showed us inexpensive ways we could accomplish this project, so those ideas still need to be explored.</p> <p>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 2023.</p>	
					\$57,600.00		

## Marketing Method Evaluation Attachments

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### Marketing Method Budget

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Marketing Segment	Marketing Method	Bed tax funded budget
Consumer	Website/Internet Development/Updates	\$7,500.00
Consumer	Print Advertising	\$8,000.00
Consumer	Printed Material	\$15,000.00
Consumer	Social Media	\$2,200.00
Consumer	Online/Digital Advertising	\$25,000.00
Consumer	Photo/Video Library	\$15,500.00
		\$73,200.00
Marketing Support	VIC Funding/Staffing/Signage	\$2,776.00
Marketing Support	Fulfillment/Telemarketing/Call Center	\$2,200.00
Marketing Support	Administration	\$6,031.00
Marketing Support	TAC/Governor's Conference meetings	\$2,200.00
Marketing Support	Marketing Support/Customer Service Training	\$2,000.00
Marketing Support	Joint Ventures	\$2,000.00
Marketing Support	Opportunity Marketing	\$2,000.00
Marketing Support	Wayfinding	\$6,300.00
		\$25,507.00
		\$98,707.00

### Miscellaneous Attachments

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Description	File Name	File Size
Budge to Actual report and pie charts by method and segment	Dillon FY22 Budget to Actual Report 01.19.2023.xlsx	31 KB
FY22 Budget to Actual Report	Dillon FY22 Budget to Actual Report.xlsx	13 KB

### Reg/CVB Required Documents

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Description	File Name	File Size
FY22 Req. Docs	FY22 Lodging Tax Agreement.pdf	2.6 MB

