



Grant Details

Grant: 23-51-041 - FY23 Belgrade CVB DMO Plan - FY23

Status: Underway
Program Area: DOC Office of Tourism
Grantee Organization: Belgrade Chamber of Commerce
Program Officer: Barb Sanem
Awarded Amount: \$106,864.00

Narrative Evaluation

In FY23 our DMO was without leadership from January until the end of the fiscal year. Current leadership came into the role of managing the Belgrade DMO after FY23 was concluded.

Although some of the metrics were achieved when it came to social media and CTR via the website all of the photo and media library's were not created. There were funds allocated and spent to Hagadon Media for digital and Facebook campaigns. Although I do not have results of those campaigns. Our organization has since changed website hosts, design and content marketers.

In conclusion, this past year wasn't very active for the Belgrade DMO, espically after November 2023, giving new leadership the opportunity to improve with the hope of reallocated funds.