



**Grant Details**

**118486 - FY23 DMO Plan**

---

**122496 - FY23 Dillon CVB DMO Plan**

**DOC Office of Tourism**

**Grant Title:** FY23 Dillon CVB DMO Plan  
**Grant Number:** 23-51-046  
**Grant Status:** Underway  
**Comments:**  
**Applicant Organization:** Beaverhead County Chamber of Commerce and Agriculture  
**Grantee Contact:** Rebecca Jones  
**Award Year:** FY23  
**Program Area:** DOC Office of Tourism  
**Amounts:**  
**Contract Dates:** Contract Sent 06/15/2022 Contract Received 07/01/2022 Contract Executed 06/30/2023  
**Project Dates:** Proposal Date 06/15/2022 Project Start 07/01/2022 Project End 06/30/2023  
**Grant Administrator:** Barb Sanem  
**Contract Number** 23-51-046  
**Award Year** FY23  
**Contract Dates**

Contract Sent    Contract Received    Contract Executed    Contract Legal

**Project Dates** 07/01/2022  
 06/30/2023

Project Start    Project End

**Comments**  
**Amendment Comments**

## **DMO Plan Narrative**

---

### **1. Describe Your Destination**

*Describe your destination (who you are, who you wish to attract and why they would come) addressing your strengths, opportunities, and potential challenges.*

Welcome to Dillon! We are a rodeo town, a ranching town, a fly fishing town, and a hunting town! Dillon is situated in the sweeping Beaverhead 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 registred 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.

#### Opportunities

- Our 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.
- The Beaverhead Treasure Hunt | Calling all treasure hunters, Visit Beaverhead County to find a small, solid glass, paper weight in one of the businesses in Beaverhead County. The paper weight is yours to keep, just bring it by the Dillon Visitors Center to let us know you found it and recieve 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

- The severe drought will impact our fishing seasons, if the FWP close our rivers in late July or August.
- The drought will also impact our ability to build our winter travel season.
- The fire season will also have an impact in July, August and September.

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. Personal assistance will enhance a visitor's experience to Montana.

Beaverhead County Data.pdf

## 2. Align with Montana Brand

*Briefly describe how your destination aligns with the Montana Brand.*

### 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.

### **3. What is the strategic role of your DMO?**

*Select all that apply: Destination Marketing, Destination Management, Destination Stewardship, Destination Development).*

Destination Marketing, Destination Development

**Based on the strategic role you serve, provide the following information.**

*3a. Define your audience(s) (demographic, geographic, and psycho-graphic).*

#### **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.

*3b. What research supports your DMO strategy?*

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

Arrivalist Data 2021 Top 5 residency of origin for nonresident visitors to Dillon: Idaho, Utah, California, Washington, Oregon. See attached visitor's logs.

**ITRR research specific to Dillon.**

Brand MT research specific to Dillon.

**3c. What are your emerging markets?**

Recreational hiking and biking:

The Dillon area has expanded its 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. Several area businesses have recieved annual groups of cyclists for two summers in a row.

**4. Define and describe your overall goals.**

*A goal is an idea of the future or desired result that a person or group of people envisions, plans and commits to achieve.*

Overall goal of the Dillon CVB is to increase tourism for our area. Our area still has a long slow period over the winter months, so another goal would be to focus on the winter traveller for snowmobling, skiing, snowshoeing, photography and wildlife sightings.

**4a. Describe proposed tactics and projects as related to overall goals and controlled by the organization in its financial statements.**

We would like to produce the first-ever slick-stock professionally printed brochure, that will be distributed to regional airports for two years. We would also like to increase our wintertime travel marketing, using online/digital with major media outlets and print ads in airline magazines. We would also like to increase our bus/coach traffic in the summer months, with a print ad in a Bus Tours magazine. We would also like to increase our visiability for the Yellowstone NP traveller with online/digital ads with the National Park Tours.

Optional: Add attachment  
Here

Optional: Add attachment  
here

Do you want to add an  
attachment?

Do you want to add an  
attachment?

## Objectives/Metrics/Evaluation

Objectives	Measurable Metrics for Success	Report the Metric Achieved	Evaluation of Measurable Metrics for Success	Add'l Attchmnt
Objective 1: To advertise online/digitally and in print to increase visitors for summer and winter travellers.	Metric 1: Measured by getting ads placed with KXLF and National Parks Trips/Outdoor for online/digital and placing ads with Bus Tours Magazine and Hemispheres magazine. For KXLF, we will compare the 2021 analytics of 1.4MM impressions and nearly 4,000 clicks to the visitdillonmt.com website. We will request analytical data and benchmarking from National Parks Trips/Outdoor, Bus Tours and Hemispheres Magazines.	N/A	N/A	
Objective 2: To continually update our website with seasonal updates, events, new businesses, and keep it fresh.	Metric 2: Use the Google analytics to track our website traffic and compare to previous year's traffic. Increase out website traffic by 5%. 2022 comparison of 145 site sessions and 96% new visitors to our site, this should increase by 5% in 2023.	N/A	N/A	
Objective 3: The purpose of this project is to engage the community and attract visitors. Similar projects present across the country in Oregon and Maine with glass floats or glass orbs. We conducted this project last year with little blue cowboy hat paper weights. If	Metric 3: To complete the Beaverhead Treasure Hunt project, all 100 glass paper weights should be hidden in area businesses by July 4th weekend, so that visitors may find them. We will track our out of area visitors, by	N/A	N/A	BVHD Treasure Hunt Press Release '22.docx

<p>you scroll down on our Beaverhead Chamber Facebook page, you will find several pictures of folks finding the cowboy hats. This year, we will partner with The University of Montana Western Glass Arts Program to produce 100 small glass paper weights to be hidden in Dillon and the surrounding county for visitors to find them from Memorial Day to Labor Day.</p>	<p>the measurement of who brings the paper weights back to be entered into a drawing. Last year, this program attracted 8 out of state visitors to our area and engaged over 90 local residents. This year, we hope to double our out of state visitors and continue to engage our local residents.</p>			
--	---	--	--	--

## ***DMO Budget***

<b>Allowable Methods</b>	<b>Amount Budgeted</b>	<b>% of Budget Allocated</b>	<b>Amount Expended</b>	<b>% of Budget Expended</b>
Administration	\$7,100.00	13.0	\$0.00	0
Earned Media/Tourism Sales	\$3,000.00	5.0	\$0.00	0
Education/Outreach	\$1,200.00	2.0	\$0.00	0
Paid Media	\$34,900.00	60.0	\$0.00	0
Marketing Personnel	\$4,500.00	7.0	\$0.00	0
Research	\$400.00	1.0	\$0.00	0
Visitor Services	\$2,800.00	5.0	\$0.00	0
Website Development (Online, Website, Mobile)	\$4,000.00	7.0	\$0.00	0
	\$57,900.00	100.00	\$0.00	0.00

## ***Narrative Evaluation***

Looking forward to conducting the evaluation of the narrative upon completion of FY23.

## ***Reg/CVB Required Documents***

<b>Description</b>	<b>File Name</b>	<b>File Size</b>
Beaverhead Chamber of Commerce & Agriculture By-Laws	BCCA proposed Bylaws 3-2021.docx	637 KB
Revised bylaws including mission and	BCCA proposed Bylaws 5-2022.docx	635 KB

purpose, fully executed copy available upon request after May 12, 2022.

Here is the compliance check list, the board resolution approving the FY23 marketing plan and budget, as well as our bylaws.

scan0116.pdf

7.7 MB

Here is the compliance check list, the board resolution approving the FY23 marketing plan and budget, as well as our bylaws.

scan0116.pdf

7.7 MB



