



Grant Details

118486 - FY23 DMO Plan

122499 - FY23 Glendive DMO/CVB Marketing Plan

DOC Office of Tourism

Grant Title: FY23 Glendive DMO/CVB Marketing Plan
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Grant Status: Underway
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Applicant Organization: Glendive Area Chamber of Commerce & Agriculture
Grantee Contact: Chris Dantic
Award Year: FY23
Program Area: DOC Office of Tourism
Amounts:
Contract Dates:

Contract Sent	Contract Received	Contract Executed
06/15/2022	07/01/2022	06/30/2023
<small>Proposal Date</small>	<small>Project Start</small>	<small>Project End</small>

Grant Administrator: Barb Sanem
Contract Number: 23-51-048
Award Year: FY23
Contract Dates

Contract Sent Contract Received Contract Executed Contract Legal

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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.

Makoshika State Park in Glendive, MT finished runner-up for the Montana Tourism Destination of the Year award. This shows that our tourism partners are realizing that the park and Glendive are a destination and as a community, we are slowly shifting the culture from the boom and bust of the oil to the sustainability of tourism. Tourism and Agriculture are the two leading industries in Montana and as agriculture is already the beating heart of the Glendive community, it is now time for tourism to beat even louder from within that heart to accompany agriculture.

Our team still uses the Montana Desired Activities on a Montana Trip survey that was produced by Destination Analysts in 2016. Makoshika State Park, the largest state park in Montana, is the hub for Glendive tourism. Between the state park and Glendive itself, the two combined to check off 20 of the 24 desired activities on the survey. This fact alone is our greatest strength. Since Glendive offers 20 of the 24 desired tourism activities, these are great reasons for tourists to visit Glendive and gives the community and county many opportunities to increase tourism. By using this survey and other tourism-related data from ITTR and MOTBD, our team created four tourism pillars focusing on the visitor we are aiming to attract. Our four pillars include recreation (outdoor adventurer), dinosaur/ paleontology (enthusiast), history (buff), and agritourism. These four pillars are another strength for Glendive tourism. This is the foundation our future of tourism can be built on. We also have plenty of opportunities for new tourism activities and events. From the Yellowstone River to Montana's largest state park, the possibilities are endless. We can add activities like guided horseback rides, extreme outdoor activities in the state park-like bungee jumping, and using the river for more outfitting and guided trips. Currently, Glendive is looking to incorporate a Yellowstone River Adventures guided boat trip and possibly another dinosaur digging experience to support the already popular dino digs at Baisch's Dinosaur Digs. A new hiking trail that will bridge Makoshika State Park and Glendive to Medora, ND, and the Maah Daah Hey Trail has also gained traction in the last two years.

Our biggest challenge for Glendive tourism is educating the community what tourism can do for Glendive. Tourism can strengthen our economy and sustain the economy as we will not rely on the boom and bust of the oil business. Currently some of our challenges are organizing plans, prioritizing tourism projects, and more importantly, changing Glendive's culture to embrace tourism and showing them how tourism can support and make Glendive a better community. Educating the community on the positives of tourism is a challenge, but the possibility of two new tourism opportunities this year shows tourism is gaining momentum.

2. Align with Montana Brand

Briefly describe how your destination aligns with the Montana Brand.

Glendive is located on the edge of the Eastern Montana Badlands, on the banks of the Yellowstone River, and home to Montana's largest State Park, Makoshika. As a community, Glendive residents and businesses are just beginning to awaken to the reality that our community truly has the amenities and services to welcome visitors and promote

tourism. Glendive has great transportation options as a town just off I-94, regional air service with Cape Air from Billings, and a crossroad stop for travelers on the North-South Eastern Montana Corridor.

As a homesteading, agricultural, frontier town, Glendive truly is an Eastern Montana Expression of Montana's brand pillars.

We enjoy **spectacular unspoiled nature** with outdoor landscapes, trails, fishing access sites, hunting opportunities, and more. We meet this in multiple ways with Makoshika State Park not only being the largest state park but also the 2017 USA Today's Voted #1 Montana Attraction in Montana and just recently was part of Montana's Dinosaur Trail Cultural Heritage award and finished runner-up for Montana Tourism Destination of the Year award. We also sit on the banks of the Yellowstone providing great fishing, and agate hunting, and we are known as the Paddlefish Capital of the World, proudly producing some of the world's finest caviar. Day hikes are the number one activity attraction for High-Profile Visitors (HPV) as noted in the 2016 Montana Destination Brand Research Study. Makoshika has almost 20 miles of trails with varying degrees of difficulty and all are day hikes. Add this with camping, and numerous outdoor activities. Glendive meets the outdoor-orientated psychographic profile of travelers identified as target markets for Montana.

Vibrant and charming small towns that serve as gateways to our natural wonders: Glendive has a vibrant entrepreneurial spirit and multiple local shops provide unique and artistic shopping experiences. From great spots to meet for coffee and wonderful galleries and museums, we boast more than charm, we promote history, dinosaurs/paleontology, and community events. In the 2016 MT Destination study, 47% also identified seeking to explore small towns and villages, 43% visiting State Parks and/or recreation areas, 47% visiting geology/dinosaur-related historical sites, and 37% canoeing, kayaking, or boating. All of these activities are available for the HPV guest with access located conveniently within or on the edge of town.

Breathtaking experiences by day, and relaxing hospitality at night: Glendive has just under 500 beautiful rooms to rest your head after a day of exploration and adventure. Multiple dining options and a homegrown brewery for added experience. We provide opportunities to enjoy sensational sunrises and sunsets while you venture at your own pace. Visitors are welcomed to the community and no one is a stranger unless they want to be.

3. What is the strategic role of your DMO?

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

Destination Marketing

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

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

Our target markets fall into these categories and our four tourism pillars support the categories.

We provide many exploration opportunities for the following demographics: families, outdoor-orientated visitors, regional reoccurring travelers, and well-educated travelers. These align with the Montana research on target audiences we should be marketing to.

1) Outdoor-orientated: Those who are looking for outdoor experiences from fishing, hunting, camping, hiking, fishing, ATV riding, and more.

Glendive sees a large number of anglers and hunters for upland birds, deer, and antelope. These niche demographics help extend our visitor season well into the fall and attract early-season visitors each year with the unique experience of paddle fishing.

2) Family travelers. We have a number of free or low-cost attractions to engage the family. Families can take in everything from day hunting for dinosaur fossils to the local splash park. Glendive also provides niche opportunities for the historic buff with our three museums, historical homes, and National Historical Register Dion block downtown and we also have a Clark on the Yellowstone tri-kiosk for the Lewis and Clark historians.

3) Those planning travel that takes them through Glendive, we are less than a half days drive from Regina and Rapid City. We are just a day's drive from Minneapolis and that is our number one out-of-state visitor as Minnesota consistently ranks as the number one non-resident traveler in Makoshika State Park. Other than our home county of Dawson County, Gallatin County in Montana is the number one county visitor that takes in Makoshika State Park. We are currently marketing in Bozeman and Belgrade, MT. Makoshika is now seeing close to 150,000 visitors per year.

3b. What research supports your DMO strategy?

Our DMO has been dependent on Destination Analysts, ITTR, and MOTBD tourism data. We respect these tourism partners and trust the data including the 2016 Destination survey, ITTR's annual survey data, and MOTBD information. Our FY 23 plan includes a strategy to help define not just what the visitors in Montana want but as our own DMO, we want data on Glendive and Dawson County. We are able to collect limited data from these three entities but we want to contract with Destination Analysts or another firm to focus on the Glendive area.

Makoshika State Park also tracks non-resident and visitation data. This data along with MOTBD, ITTR, and Destination Analysts is valuable to our region and Glendive. Four of our three pillars of tourism are listed in the 2016 DA survey and this information supports keeping our pillars of recreation, dinosaurs, history, and agritourism since the community is so strong in agriculture.

3c. What are your emerging markets?

Our number one emerging market is our outdoor adventure market. The Covid-19 pandemic has made the great outdoors even more desired than normal. Overcrowding of National Parks and increased litter on Forest Service lands and RV sales jumping off the charts are just a few of the examples of the support showing that the outdoor recreationists and new outdoor families are taking advantage of outdoor adventures from camping to hiking and beyond. As Brand MT is trying to direct the overcrowded National Parks visitors to Montana's 54 state parks and over 300 fishing access sites; Glendive needs to take advantage of this opportunity too by implementing better marketing in driving the overcrowding traffic from Teddy Roosevelt and Yellowstone National Parks' to Montana's largest state park.

Glendive is the only community out of the 14 stops on the Montana Dinosaur Trail that has two facilities, the Makoshika visitor center, and Frontier Gateway Museum. We proudly boast both stops on Montana's Dinosaur Trail and are the home of an incredible privately funded dinosaur museum, the Glendive Dinosaur Museum. Add Baisch's Dinosaur Digs and we have a great mix of dinosaur and paleontology experiences. We will continue to target our messaging featuring all the dinosaur experiences available in Glendive, MT.

The other emerging activity in surrounding states is ATV rallies and an increase in ATV/OHV use. We happen to be the home of the Short Pines OHV area managed by the Bureau of Land Management. With close to 3,000 acres the trail system consistently is receiving increased visitation. It was brought to the attention of BLM the increase used and in 2020 BLM installed a counter so now we will have better visitation data for years to come.

Agritourism can be a major contributor to the Glendive and Dawson County economies. The agritourism market has been steadily on the increase but Glendive has not been able to take advantage of the agritourism opportunities. We keep educating our community about what agritourism can do for them and our community and we hope more agritourism activities will prevail in the near future.

We house a great community college and continue to look at ways to welcome and support not only the students but their families as they spend time in Glendive. These are collaboration opportunities to build lifelong visitors to our community.

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.

1) Create plans and branding. With our CVB officially gone in 2021 but now back in 2022, this is the best time to create sustainably, education, and marketing plans. Budgeting research will be a big factor in making sure our plans are succinct and built on a solid foundation of our four pillars.

2) To increase awareness of what our community has to offer the visitor and send a consistent engaging invitation to come

3) To build awareness in our own community that we have an emerging tourism market right here at home and how they can all be ambassadors for Glendive by inviting visitors themselves and welcoming all who come.

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

Glendive recently received a Mainstreet grant and is in the process of creating a brand for Glendive. Once the brand is created for Glendive we will want to move forward with a tourism brand. In creating a tourism brand we need more research on who our visitor is, where are they visiting from, and what they want to do in Glendive, MT. We are currently using research data from Destination Analysts, Montana MOTBD and ITTR. Hiring a research firm that will solely focus on Glendive and our needs will be a big step in not only organizing Glendive as a tourism destination but also supporting future tourism planning.

Until our tourism research is complete, our team will keep focusing on our four pillars and continue to serve and market our visitors with paid media, joint ventures, and creating new partnerships to strengthen our tourism destination of Glendive, MT.

The administration budget is \$5,783.53 which will support the part-time work of the tourism director and help with any administrative supplies. In the future, if the budget allows we could add funds to the marketing personnel to support the position.

Agency Services will not be used in the FY23 budget.

Cooperative Marketing is set at \$3,000 as this new line item will hopefully help support more tourism partnership projects including more work with Friends of Makoshika to promote the state park better in receiving more of the overcrowding visitors from the National Parks.

Earned Media/Tourism Sales will not be used and not be budgeted for FY23.

Education Outreach is budgeted with \$1,700 to support staff taking in TAC meetings and the Governor's Conference on Tourism and Recreation.

The joint Venture has a \$3,000 budget as we are looking at either installing windows or wall clings to the new Dawson County Community Airport walls and windows. Our DMO is looking to partner with SEMT and our local TBID. There is also a FAM scheduled to visit Glendive in July which is being managed by SEMT and we are looking to support that FAM as a JV.

Marketing Resources has \$500 earmarked in case our research firm or consultant needs us to subscribe to an online support service we will have the budget to do so.

Opportunity Marketing has \$1,391.76 earmarked for any opportunity projects that may arise in the near future.

Paid Media has a budget of \$6,042.38 which will help support the new billboard lease and fees, annual print ads, and social media posts and ads promoting our four pillars.

Marketing Personnel currently has no money budgeted but could be used next fiscal year to help support the salary of the tourism director.

Product Development does not have a budget for FY23. Once the research is completed we can then start looking at some product development.

Research has a very large budget for FY23 as this is part of our key strategy is hiring a firm and working with them to receive more Glendive/Dawson County-focused tourism data. The budget is set at \$4,500.

Travel/Trade Shows is not in the budget for FY23 as we are not looking to travel to any shows. Swag/promotions?

Visitor Services has a budget of \$1,500 for the printing of a new Visit Glendive brochure. The brochure will be designed in-house so no need for design funds.

Website Development has a budget of \$1,500 to support a contract to update the Visit Glendive website.

Optional: Add attachment Here

2016 Desired Activities Survey Glendive results.pdf

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Objectives/Metrics/Evaluation

Objectives	Measurable Metrics for Success	Report the Metric Achieved	Evaluation of Measurable Metrics for Success	Add'l Attchmnt
Increase visitation to Short Pines OHV Area, Baisch's Dinosaur Digs, and increase visitation and camping in Makoshika State Park. We will use new content and create earned media ads with each respective tourism attraction and then will follow up with visitation collection totals at the end of the peak season and calendar year. We will then work with TBID and compare and contrast visitation numbers from the three attractions and also compare occupancy data from our hotels and the average daily rate (ADR).	Increase lodging tax in Glendive, MT by 7%	TBD	TBD	
New Short Pine OHV signs have been installed on the interstate. Counters were installed a few years ago. We will work with Dena Lang, BLM Recreation Manager, out of the Miles City Field Office in advertising the motorized recreation area. Our DMO will collect the visitation data at the end of peak season and the conclusion of the calendar year.	Increase visitation to Short Pines OHV Area by 5%	TBD	TBD	
Increase visitation and camping to Makoshika State Park. We will work with the Makoshika Park Manager and the FWP Marketing Director in creating and posting more paid media ads focusing on taking in the park's unique experiences including camping in the wagon and tipi. We will receive a visitation count at the end of peak season along with the annual visitation total and compare it to previous years' visitation totals.	Increase visitation and camping in Makoshika State Park by 5%	TBD	TBD	

Will use the new content to create paid media ads for Baisch's Dinosaur Digs. Will compare visitation numbers from previous years when season concludes.	Increase visitation to Baisch's Dinosaur Digs by 3%	TBC	TBC	

DMO Budget

Allowable Methods	Amount Budgeted	% of Budget Allocated	Amount Expended	% of Budget Expended
Administration	\$5,783.00	20.0	\$0.00	0
Cooperative Marketing	\$3,000.00	9.0	\$0.00	0
Education/Outreach	\$1,700.00	7.0	\$0.00	0
Joint Venture	\$3,000.00	9.0	\$0.00	0
Marketing Resources	\$500.00	1.0	\$0.00	0
Opportunity Marketing	\$1,392.00	4.0	\$0.00	0
Paid Media	\$6,042.00	22.0	\$0.00	0
Research	\$4,500.00	16.0	\$0.00	0
Visitor Services	\$1,500.00	6.0	\$0.00	0
Website Development (Online, Website, Mobile)	\$1,500.00	6.0	\$0.00	0
	\$28,917.00	100.00	\$0.00	0.00

Narrative Evaluation

Team!

Reg/CVB Required Documents

Description	File Name	File Size
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Certificate of Compliance	Adobe Scan May 02, 2022 (1).pdf	472 KB
Glendive Chamber of Commerce Bi-laws	Chamber Bylaws Updated 2.1.18.docx	75 KB

