

Application Summary

Application: FY25 DMO Plan

Applicant:

Funding opportunity: FY25 DMO Plan

Application Responses

Organization Name: Discover Anaconda

First Name: Kathleen

Last Name: Tarkalson

Street Address 1: 118 East 7th Street

Street Address 2:

City: Anaconda MT 59711, US

State: MT

Zip: 59711

Funding Opportunity: FY25 DMO Plan

Amount Requested: 32,940

General Description Information

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

1a. Destination:

Anaconda is a town rich in history and surrounded by indescribable beauty, where culture and charm are found at every turn. Located just off the Interstate 90 corridor between Yellowstone and Glacier National Parks, Anaconda offers unparalleled amenities, from dining and cultural experiences to boundless outdoor recreation opportunities. Whether you want to hike the Continental Divide Trail, play a round of golf on a world class course, hit the slopes at Discovery Ski Area, or soak up the architectural legacy from the era of the Copper Kings, we offer a unique combination of the history and outdoor recreation bounty of Montana. Anaconda is home of the Anaconda Smelter Stack, the tallest free-standing masonry structure in the world. We were pioneers of the Industrial Age alongside Butte-Silver Bow County. Anaconda is alive with music, art, and some of the friendliest people you'll ever meet. You will be amazed by the depth of the community spirit here. Discover Anaconda, Montana's hidden treasure.

1b. Strengths:

Our strengths stem from our natural assets, Lost Creek State Park, the Stack State Park and being a gateway community for the Continental Divide Trail (CDT). Anaconda was voted the #1 resupply stop along the CDT

by hikers last year. Anaconda has an extensive urban trail system, as well as access to the Beaverhead Deer Lodge National Forest trails out our back door. Anaconda's downtown has seen numerous new small businesses in the past few years, which make for a charming and attractive Main Street for visitors to enjoy.

1c. Opportunities:

We have incredible opportunities as a basecamp for outdoor recreation. Outdoor recreation is a primary focus of tourism going forward for Anaconda. We have a newly developed Open Lands Plan which, when implemented, will increase front-country trail access on the hills adjacent to town. We are also focusing on increasing tourism during the off-seasons. We are working with local businesses to develop off-season events that will draw people to Anaconda.

1d. Potential Challenges:

While we are located between Glacier and Yellowstone Parks, the fact that the town is not directly adjacent to the highway is a challenge. We need to expand our reputation so visitors will know that it is worth exiting Interstate 90 and driving the additional 7 miles. We also need to increase our multi-day appeal so passers-by will stop in Anaconda for multiple nights.

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2. Briefly describe how your destination aligns with the Montana brand or describe the Brand strategy for your DMO.:

Anaconda exemplifies the Montana Brand. Outdoor adventure can be found within walking distance from downtown, with higher-adrenaline adventure a mere 30 minutes away. Our geographical location, between Glacier and Yellowstone Park, provides visitors with an opportunity to see even more of Montana's spectacular scenery.

The Destination MT strategic plan has a goal to develop rural tourism and relieve pressure on more populated areas. As a rural community, Anaconda is actively working to bring more visitors to our area and improve the quality of their experience while they're here. Our focus on outdoor recreation, our vibrant downtown with rich history, and friendly locals make for an unforgettable experience.

Anaconda is surrounded by spectacular, unspoiled nature. Beaverhead Deer Lodge National Forest, Lost Creek State Park, Georgetown Lake and more are right in our backyard. Our small town charm can be seen in the Victorian architecture in our downtown area that still has antique lamp posts, boutique shopping experiences, locally owned restaurants, and a friendly community. Our annual Christmas Stroll is a modern day Norman Rockwell scene. Whether your breath gets taken away by a zipline tour, skiing a double black diamond, or snowmobiling, or maybe your preferred experience is a solo hike or learning about the history of our town on our historic vintage bus tour, you can unwind after at our local brewery or wine bar before enjoying a real

supper club dining experience.

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Destination Marketing:

Destination Management:

Destination Stewardship:

Destination Development:

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

Our audience are people who enjoy the outdoors and/or history. Our target markets are twofold, maintaining the 55+ travelers who have time and disposable income and adding 30-50 year olds from other states, who love the outdoors and/or history. They do not necessarily require entertainment; they can entertain themselves. They are curious by nature and love to explore. The majority of visitors are stopping in Anaconda while visiting the two big parks, as we are conveniently located right between them. The fact that the stack is visible from the highway draws those curious about it to come for a closer look. We want to develop brand awareness about Anaconda to Millennials to expand the pool of potential visitors since the Baby Boomer generation is declining. We have amenities that are attractive, and rival those of many popular destinations, but we don't have brand awareness, so people don't know about it. We want to focus on this demographic for a couple of years and see if it can be successful.

3b. What research supports your DMO strategy? :

ITRR tables for 2023 continue to show that the majority of visitors to Anaconda are over 55 years old. This matches our observation of the visitors who come through Discover Anaconda's doors. Our focus on outdoor recreation, with the accompanying town amenities, will hopefully draw a younger market who can make Anaconda a regular vacation destination. Since 70% of visitors to Southwest Montana are repeat visitors and an aging population, we are looking to entice younger visitors to our region to begin a relationship with them and develop a pipeline into the future. According to Travel Professional News, 87% of Millennials use social media for travel inspiration and 97% will post their experiences on social media. These data show the importance of utilizing digital marketing in addition to traditional marketing strategies.

A study by the National Trust for Historic Preservation (Millennials and Historic Preservation: A Deep Dive into Attitudes and Values) shows that 97% of this generation appreciate the value of historic preservation and 71% enjoy exploring the history of an area when sightseeing. Anaconda's balance of history and outdoors is a winning combination for this group.

ITRR characteristics from 2023 also shows that most visitors to our area visited Glacier and/or Yellowstone Parks and that their top activities while traveling were scenic driving and day hiking. Our location between Glacier and Yellowstone, combined with our trails, and the Pintler Scenic Highway makes Anaconda the perfect side trip. Anaconda's newly approved Open Lands Plan also focuses on enhancing recreational opportunities and recognizing and promoting the benefits of open lands on tourism.

3c. What are your emerging markets?:

Outdoor Recreationist: Our location is ideal for outdoor recreation. We have an extensive urban trail system

through Anaconda and the adjacent hills. Most trails can easily be accessed by foot from downtown. Additionally Anaconda is a Continental Divide Gateway community and was ranked the #1 resupply stop along the entire trail last year by hikers. The Beaverhead Deer Lodge National Forest is out our back door and Lost Creek State Park is just down the road. We also have three golf courses within 10 miles and opportunities for boating, water skiing, ATVing, and mountain biking. And in the cooler months you can try your hand at fishing, hunting, snow skiing, ice skating, and snowmobiling.

History Buffs: While Anaconda is a treasure trove of history and has been popular with history buffs for some time, we are also focusing on the success story of cleanup efforts and the restored vegetation and wildlife. This strategy connects our smelting past to our future in outdoor recreation.

Leisure Traffic: Because a large percentage of out-of-state visitors to Montana visit both Glacier and Yellowstone parks, our location is perfect for travelers who are looking for a way to spend an afternoon/evening or two while passing through to somewhere else.

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

Our goal is to support historical Anaconda and its local small businesses through year-round promotion of events and activities (with an increased focus on shoulder seasons) and raise awareness of Anaconda as an outdoor recreation destination.

- a. Update billboard on I-90 and Exit 208, Big Hole Highway 43 at Wisdom (this is carried over from last year)
- b. Continue to market Anaconda as a basecamp for recreation in the Southwestern Region of Montana and Colorado
- c. Develop printed materials in hybrid format that reduces printed component and drives people to website.

5. Define and describe your overall objectives. Objectives are formed from your goals. They are logical, attainable steps to achieve the goals and are able to be measured.:

Objectives/Metrics/Evaluation:

OBJECTIVES	MEASURABLE METRICS FOR SUCCESS	REPORT THE METRIC ACHIEVED	EVALUATION OF SUCCESSFUL METRICS
Increase non-peak season bed tax collection over 2023.	Increase Q1 and Q4 by 3% each.		
Develop and execute two non-summer digital campaigns to increase off-season visitors.	Establish a baseline for impressions and clicks.		
Drive visitors to our	Increase pageviews by 10%		

