

Application Summary

Application: FY25 DMO Plan

Applicant: Havre Area Chamber of Commerce

Funding opportunity: FY25 DMO Plan

Application Responses

Organization Name: Havre Area Chamber of Commerce

First Name: Shelli

Last Name: Sayers

Street Address 1: 130 5th Ave

Street Address 2:

City: Havre

State: MT

Zip: 59501

Funding Opportunity: FY25 DMO Plan

Amount Requested: 19944

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:

Havre has a diverse geography along the Milk River flanked by wheat fields and rangelands in the plains. To the south, the landscape transitions to foothills and buttes leading the to the Bear Paw island mountain range. North, the beauty of the badlands provides for a scenic drive to Canada. Havre offers visitors a rich history steeped in small town charm and Montana hospitality. Havre is located on US Highway 2, a main corridor running from Montana's eastern border to the entrance of Glacier National Park and western border.

Visitors are invited to take a deep breath of fresh air and relax to enjoy a slower pace of life.

1b. Strengths:

Havre offers wide open spaces, abundant wildlife, outdoor recreation, and unobstructed view of night skies. Downtown and residential historical districts help depict the charm of Havre. Havre is also ideally situated between Rocky Boy Indian Reservation (Chippewa-Cree Tribe) and Fort Belknap Indian Reservation (Assiniboine and Gros Ventre Tribe), offering visitors a unique opportunity to immerse themselves in cultural tribal events.

Havre has four seasons that provide year-round recreation and opportunities for visitors and residents

alike.

As the largest town along the Highway 2 corridor between North Dakota and the Rocky Mountain Front, Havre's facilities and hotel properties allow for the opportunity to host a variety of events as a destination or as a place to stay when traveling through.

1c. Opportunities:

There are many opportunities for Havre to increase visits as a destination. Havre offers diverse, unique attractions such as Havre Beneath the Streets, Wahkap Chu'gn Buffalo Jump, Fort Assinniboine, and includes the H. Earl Clack Museum as part of the Dinosaur Trail.

Havre also offers diverse outdoor recreation activities year-round. Beaver Creek Park is just minutes from town, located in the beautiful Bear Paw Mountains, the largest county owned park in the nation. Fresno Reservoir, located just a few miles west of Havre on Highway 2, offers many opportunities for the angler or boating enthusiast. Havre is also home to several walking trails, city parks, and a bustling downtown offering many historic attractions, retail shops, restaurants, and bars.

1d. Potential Challenges:

As a rural community, Havre lacks ease of access outside of driving. While there is one airport, it is limited to two daily incoming and departing flights to Billings, Montana, presenting connection challenges to potential visitors. The closest international airport is located in Great Falls, Montana, 110 miles away. The Amtrak Empire Builder passenger train still runs daily and still makes stops in Havre, however frequency of train travel has declined over the years and does not bring as many travelers as in the past.

Havre is the largest community between Williston, North Dakota, and the Rocky Mountain Front. While US Highway 2 is well maintained, it may pose as a detractor for visitors preferring the convenience of traveling along the interstate.

Located 40 miles north of Havre is the Port of Wildhorse into Alberta, Canada. This market is a huge opportunity for the area. However, the port is only open for limited hours which change seasonally. The only 24-hour port in Montana is located 100 miles west of Havre off of I-15, offering greater ease of entry for Canadian visitors. The fluctuating value of the Canadian Dollar further impacts the demand for travel.

Havre is off the beaten path for a large portion of travelers passing through the state.

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

Spectacular Unspoiled Nature

Havre is home to clean air, wide open spaces, and big skies free from light pollution. Its physical geography boasts creeks, rivers, lakes, badlands, buttes, plains, foothills, and mountains. The diverse landscape is home to a wide variety of wildlife and recreations opportunities. Home to the nation's largest county park, Beaver Creek Park covers 10,000 acres of natural terrain.

Vibrant and Charming Small Town

As the ninth largest town in Montana, Havre is a charming town that serves as the regional hub for Hill County and the Hi-Line. Havre has over 500 locally owned and operated small businesses that will satisfy all the shopping, dining, entertainment, and lodging needs. The historic downtown boasts an Art Alley, Town Square Park, shopping, restaurants, and taverns within walking distance from lodging facilities. Havre offers small town hospitality.

Breathtaking experiences by day, relaxing hospitality by night

There is no shortage of adventures, experiences, or attractions to keep visitors busy during the day. History is prominent along the Hi-Line, offering tours, museums, galleries, and historic properties. Unique attractions include Havre Beneath the Streets, Wahkpa Chu'gn Buffalo Jump, Fort Assiniboine, and the H. Earl Clack Museum.

Havre has eight hotels, ranging from small, locally owned to national branded properties. Accommodations offer all the amenities and are affordable, unique, quaint, updated, and comfortable. Havre and the surrounding areas also have lodging options available through VRBO/Airbnb, as well as campgrounds able to accommodate campers and RVs of all sizes.

Dining options range from iconic must haves for locals and visitors alike (Rod's Drive Inn Ugly Burgers, and Nalivka's Original Pizza Kitchen Pizzas) to upscale modern steakhouses. Visitors can drink local beverages at Triple Dog Brewery and Crawford Distillery. There are many live theatre and concert events occurring year-round, offering no shortage of activities for visitors.

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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):

Geographic targets include:

Nonresident travelers in adjacent nearby states located near the Highway 2 corridor (MN, MI, ND, WA, WI), as well as Canadian drive markets (AB, SK).

In-State Metropolitan Areas (Great Falls, Billings, Helena) seeking to discover lesser-known areas of the state.

Visitors driving to National Parks

Demographic targets include:

Couples aged 55-74 located in geographic target areas with household incomes of \$75,000+ looking to leisurely travel and scenic drives.

Active travelers aged 35-64 with household incomes of \$75,000+ who are most likely to enjoy outdoor activities including day hiking and wildlife watching, as well as enjoying the night life the area has to offer.

Families in geographic target areas with or without connections to the area, seeking to attend specific events or visit family and friends.

Cultural travelers in geographic target areas seeking to enjoy all local offerings, such as museums, galleries, and historical sites.

psycho-graphic targets include:

Visitors who value local businesses and locally produced items.

Visitors who enjoy scenic and diverse landscapes, seeking open spaces and less congestion without sacrificing accommodations and access to technology.

Visitors who value more frequent, shorter getaways.

3b. What research supports your DMO strategy? :

Research generated by ITRR through the Nonresident Interactive Data Report for the prior two years was analyzed and used to identify geographic target areas, as well as traveler characteristics.

The followers of the Havre TBID and Havre DMO through their joint Facebook page and their points of origin were also analyzed.

3c. What are your emerging markets?:

Astro-Tourism continues to be popular and remains a destination market across the state, including Havre. Beaver Creek Park is an accessible destination that offers dark skies free from light pollution. It is included as a destination on the Trail to the Stars map, a successful collaboration between the state of Montana and several tourism regions.

Another emerging market is Agri-Tourism. This type of tourism and all its offerings have yet to be defined.

However, Havre is ideally located within an agricultural community with access to partnerships to foster this type of tourism. Havre will continue to monitor developments with Agri-Tourism and develop assets once defined.

In addition, Havre's location between the Rocky Boy and Fort Belknap Indian reservations provides opportunities for collaborations with Tribal tourism.

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

The Havre DMO is challenged to promote tourism and increase visitor stays while working with limited funds and resources. Havre will need to continually look for ways to leverage their funds with local and regional stakeholders, as well as thoughtfully develop assets and execute marketing strategies to increase overnight stays.

Goal 1: Market Havre not only as the best stop along visitors' travel route, but also as a destination rich in culture, history, and experiences, increasing overnight stays and bed tax collections.

- *Promote Havre through owned media efforts and social media marketing campaigns. Havre will continually work with stakeholders and partners to further develop its place as a destination.

- *Promote events happening in Havre to encourage overnight stays.

Goal 2: Enhance digital media and website efforts to build audiences interested in Havre as a destination and audience engagement.

- * Optimize website performance and make necessary improvements that will aid its search engine optimization. Identify activities for travelers and create interactive maps and itineraries embedded on website, aiding visitors in planning their trip to Havre.

- * Continue to partner with TBID and enhance the Discover Havre Montana Facebook page and post engagement.

- * Partner with Central Montana to align efforts and to explore partnership opportunities.

Goal 3: Focus efforts with multiple stakeholders and community partners to leverage resources.

- * Catalog current assets and identify those needing further development, establishing timelines and mutual goals consistent with promoting Havre and overnight stays.

- * Identify partners and establish communication and sharing of information and make aware of the efforts to promote Havre.

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
Promote overnight stays in Havre and increase bed tax collections over FY24	Increase tax collections by 3% (as measured by the bed tax report)		
Grow website sessions and social media followers	Increase website sessions by 3% Increase social media followers by 3%		
Identify and connect with community partners and regional stakeholders, building cooperative relationships	Develop and implement a paid media campaign promoting Havre. Keep track of inquiries and CTR rates when applicable.		

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Budget Form: Havre FY25-DMO-Budget.xlsx

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DMO Budget:

Havre DMO

Allowable Method	Amount Budgeted	% Budgeted	Amend +/-	Updated Budget	% Budgeted
Administration	\$3,989.00	20.00%	\$0.00	\$3,989.00	20.00%
Education/Outreach	\$1,000.00	5.01%	\$0.00	\$1,000.00	5.01%
Website Development (Online, Website, Mob	\$4,000.00	20.06%	\$0.00	\$4,000.00	20.06%
Opportunity Marketing	\$1,900.00	9.53%	\$0.00	\$1,900.00	9.53%
Cooperative Marketing	\$500.00	2.51%	\$0.00	\$500.00	2.51%
Paid Media	\$8,555.00	42.90%	\$0.00	\$8,555.00	42.90%
	\$0.00	0.00%	\$0.00	\$0.00	0.00%
	\$0.00	0.00%	\$0.00	\$0.00	0.00%
	\$0.00	0.00%	\$0.00	\$0.00	0.00%
	\$0.00	0.00%	\$0.00	\$0.00	0.00%
	\$0.00	0.00%	\$0.00	\$0.00	0.00%
	\$0.00	0.00%	\$0.00	\$0.00	0.00%
	\$0.00	0.00%	\$0.00	\$0.00	0.00%
	\$0.00	0.00%	\$0.00	\$0.00	0.00%
	\$0.00	0.00%	\$0.00	\$0.00	0.00%
	\$0.00	0.00%	\$0.00	\$0.00	0.00%
TOTAL BUDGET	\$19,944.00	100.00%	\$0.00	\$19,944.00	100.00%
Revenue Projection			\$19,944.00		
Funds not spent during previous fiscal year			\$0.00		
Rollover Funds at Commerce			\$0.00		
Allocated Following Audit			\$0.00		
Budget increase total			\$19,944.00		

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Narrative Evaluation: