

# Application Summary

**Application:** FY25 DMO Plan  
**Applicant:** Southwest Montana  
**Funding opportunity:** FY25 DMO Plan

## Application Responses

**Organization Name:** Visit Southwest Montana  
**First Name:** Sarah  
**Last Name:** Bannon  
**Street Address 1:** 1105 Main St.  
**Street Address 2:**  
**City:** Deer Lodge  
**State:** MT  
**Zip:** 59722

**Funding Opportunity:** FY25 DMO Plan  
**Amount Requested:** 1029797

## 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:**

Southwest Montana, the cradle of Montana history, features copper barons, feisty outlaws, gold miners, Lewis and Clark explorers, hardworking cowboys, adventurous frontiersmen, and a Nez Perce Battlefield all set in the backdrop of 22 wildlife -filled mountain ranges, blue ribbon streams, over 3.3 million acres of forest service land, natural hot springs, a stalactite filled cavern, sapphire mines, 316 species of birds, and a dozen mining ghost towns and ghosts offering a lifetime of adventure.

Southwest Montana attracts an active mature/boomer audience with a focus on soft adventure. The region is a big draw for heritage and cultural enthusiasts. We have a large nationally recognized heritage corridor running from Butte to Anaconda. Our 2023 visitors were mostly repeat visitors with 82% of groups being repeat visitors to the state and 83% plan to return within two years. First time visitors made up 18% of all who came through our area. **73% of our nonresident visitors travel alone or are in a group of two.**

“Long on natural masterpieces and the antiquity of Montana, Southwest Montana can be a strong catalyst for driving more Montana visits by travelers from in state and from beyond our borders.

This corner of Montana offers much of what more mature travelers are looking, especially during the so-called shoulder seasons when the roads are not jammed with tourists’ vehicles.

Here is a grand collection of geography and history like no other place in the state. It's a microcosm of the

interior west of yesterday and today, with most of the topography intact and unspoiled. Multi-generational ranches and signs of the old west are clearly in sight. Cowboys go to work here every day.

It can brag of holding two of the most intact and pristine ecosystems in the world ... places that are considered a wellspring for North America ... The Crown of the Continent, and the Greater Yellowstone ecosystems.

Southwest Montana hasn't changed much with the passage of time. And although it's short on lodging and "tourist facilities" that is one of its greatest assets. Uncluttered space, that even the earliest travelers through the region would still recognize today is a bragging point. And it's the foundation of Montana. This is where Montana began - this is the Real Montana.

Old trails are still visible, and vistas haven't changed. It's quite possible in many places to stand on a high point along a roadway and see five or more mountain ranges flanked by sagebrush valleys that look the same as they did 100 years ago and to hear the sounds of the Shoshone and Bannock people, fur trappers and stagecoaches following routes that still exist. and have not been paved over."\*

\*Rick Graetz, University of Montana

**Mission:** Create collaborative marketing and development strategies to connect visitors to the richness of Southwest Montana's natural beauty, recreational opportunities, culture, and historical attractions.

## **1b. Strengths:**

**Strengths** – Beauty, History, Culture, Natural Resources

- Location – centrally located between Glacier and Yellowstone national parks. Interstates I-90 and I-15 run through and connect in the region.
- Along the Continental Divide – including four gateway communities and many trailheads.
- Beauty and scenic drives – including mountain ranges, streams, lakes, rivers, stars and the night sky, national forests, and public lands, designated scenic byways and trails.
- Historical opportunities - including ghost towns, ghosts and paranormal tours, historically significant sites, Lewis & Clark sites, and museums. Our major attraction, the state's Montana History Museum is in Helena and is expected open in fall of 2025 with the major opening and promotions to take place in spring of 2026.
- Cultural opportunities and events- mining history, ghost towns, western heritage, Native American history, live theatre, concerts, rodeos, fairs, local celebrations, cattle drives, working ranch experiences, historical & cultural tours, trolley tours, pow-wows, farmers' markets, paranormal tours, festivals and more.
- Natural resources and outdoor adventure– in addition to mountains and rivers and streams; hot springs, radon health mines, rockhounding for gems, Lewis & Clark Caverns, fly-fishing, rafting, blue ribbon rivers and streams, hiking, biking, rock climbing, outdoor trails, downhill and Nordic skiing, ski joring. hiking, biking, fly-fishing, ziplining, off-road trails, snowmobiling, floating, photography, birding, and horseback riding and hunting.
- State Parks – 11 including Lewis and Clark Caverns, Bannack, Spring Meadow
- Not as crowded yet offer traditional amenities
- University of Montana Community Vitality Program – Creating Assets

## **1c. Opportunities:**

**Opportunities**

- Interstates I-90 and I-15 run through and connect in the region.
- Continue to develop niche markets of history, ghosts, outdoor activities including multiple trail opportunities, and

scenic drives throughout the region.

- Partnerships with our communities, CVB's, and other regions
- Attract filming and photography opportunities.
- Educate our businesses on the importance of marketing and customer service.
- Strategic Planning, brand identity and using resiliency planning information.
- Population of baby boomers are available to meet some of the labor shortage issues.
- Increase education for our members.
- Utilize the recent films in the region as a way to entice visitors to tour our area.
- Cottage industries including small tours to surrounding areas and attractions,
- Sharing the services available through the Visit Southwest Montana organization.
- Create and maintain a regional contact and information database.
- Agritourism

#### **1d. Potential Challenges:**

- Shortage of labor resources is taxing many small tourism businesses.
- Transportation concerns – lack of transportation to and from larger airport and towns; no rental cars outside Helena and Butte; no passenger train; expensive flights in the region; An Uber from Deer Lodge to the Helena airport is \$136 one way; to Missoula is \$213 one way.
- High gas prices and the unknown fluctuation
- Fluctuating hours, days, weeks, and seasons of attractions and off-season closures of attractions
- Limited cell phone coverage
- Poor economic factors, shortage of year-round, full-time positions with full benefits
- Potential environmental situations such as fires, smoke, flooding, viruses, and influence of world conflicts
- Shortage of meetings & convention facilities limits the ability to draw on these groups for potential revenue throughout the year and particularly in the off-season.
- Getting businesses and attractions to update their information on the state website.
- Engaging board members to attend in-person meetings. Partly due to shortage of employees, where members must step into additional roles, time and attendance is restricted.
- Education – most small businesses and attractions can't afford knowledgeable marketing personnel or companies, marketing decisions are often made by individuals and boards, untrained in the field. Marketing is frequently the first line item cut, creating a problem of continuing diminishing returns. Even when opportunities are offered at free or extremely low cost, the people who would benefit often don't attend because of an underestimation of the importance that applies to their businesses.
- Customer Service – an issue many companies don't realize the need for employees and often even management level training. When SuperHost was active it did very well for those who came. As time went by it became a problem getting people to participate– shortage of employees, employers not wanting to pay employees to get this training and not feeling it is necessary.
- Limited shopping opportunities -Visit Southwest Montana doesn't have any malls that our neighbors in Missoula, Bozeman, and Great Falls offer. According to Roger Brooks at the Governor's Conference on Tourism, we need to offer shopping as well for our visitors. We do have some shopping here and there in our towns but most aren't open in the extended hours and are often closed during the weekend.
- Shortage of parking in popular areas - This has to do with events where people struggle with where to park. Dillon is looking at busing people to and from Bannack. Butte, Helena area, some fairgrounds, and Philipsburg are a few places that have parking issues. This is to keep on our radar but not something we will focus on in the short term.
- Summer road construction causing delays and possible detours; Twin Bridges bridge re-construction. Road construction takes place statewide and has been known to affect visitation. Routes may need to be altered to keep visitors within their timeframe.
- Southwest Montana has 59 communities in the region.

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

**More spectacular unspoiled nature than anywhere else in the lower 48.**

Visit Southwest Montana has 22 mountain ranges, over 3.3 million acres of forest service land, 6 million acres of public lands, numerous blue-ribbon rivers, lakes, streams, and hot springs. The region also has over 3,000 miles of motorized and non-motorized trails on public lands and over 4000 miles of trails on the Continental Divide National Scenic Trail. In addition, visitors can go to a variety of 19 Wildlife Management Areas. Lewis & Clark Caverns, sapphire mining, rockhounding and geology are also offered in abundance in the region.

**Vibrant and charming small towns that serve as gateways to our natural wonders.**

Visit Southwest Montana provides a direct route between Glacier and Yellowstone National parks and has many vibrant and charming small towns. Visitors can explore the fishing mecca of Ennis (also known for its great art scene) or take a trip to the Sweet Palace located in Philipsburg (noted as being one of the “Prettiest Painted Places in America”). Distilleries and craft breweries are found throughout the region. From the sophistication of the capital city-the Queen City, Helena, to the wildly historic Butte, and all the wonderful smaller communities in between, the region offers visitors a variety of options when it comes to small town charm.

**Breathtaking experiences by day, and relaxing hospitality at night**

World class fishing, twenty-two mountain ranges, outfitters and guides for all types of activities, loads of history, ghost towns and ghosts, hiking, biking, zip lining, photography, old west history, Native American history including the Nez Perce Battlefield, Lewis and Clark history, Gates of the Mountains tour, lots of art and culture, festivals, farmers markets, lots of scenic drives and Scenic Byways are all great experiences for our visitors.

Friendly local accommodations as well as breweries, distilleries, cookouts, live music and varieties of food and cuisine are available throughout the region.

**Brand Vision:** Enchant the visitor with adventures filled with scenic beauty, history, nature, excitement, indelible personalities and stimulate a desire to return.

How do we align with the Destination Montana Campaigns. Stop along the way road trips. Visit Southwest Montana markets scenic drives and attractions along the way. We put our own twist on things to do along the way and include the state hashtags on our social media posts.

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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):**

Demographics

- Active mature/boomer audience.
- Travelers with time and disposable income.
- Drive market travelers.
- Single and couple travelers.
- Visitors without deadlines and willing to spend time exploring.

## Geographic

- Visitors between Yellowstone and Glacier National Parks with a focus on a return trip to further explore the region.
- Montanans
- Regional travelers and visitors from Washington, Idaho, Utah, Colorado, Texas
- Canadians – focus on Calgary.

## Psycho-graphic

- Scenic Drives
- History, heritage, and culture enthusiasts.
- Soft Adventure – Hiking, biking, fishing, photography.
- Ghost and paranormal enthusiasts.
- History buffs interested in mining, cowboy and cattle, Nez Perce, Lewis and Clark, and art.
- Adventure visitors wanting to hike and bike trails such as Continental Divide National Scenic Trail
- Affluent visitors willing to fly and seek out activities and attractions.

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

Most of Visit Southwest Montana Visitor go to a national park and we have 70% repeat visitors to Montana. 42% of our travelers are 65-75 years old and 35% are 55-64 years old. This group has more leisure time and disposable income than any other group. Boomers have 30 days available for leisure travel and plan to spend at least \$4000 in the next 12 months. 49% of our travelers are on scenic drives and 39% like to participate in day hiking. The top 5 sources used during the trip to Montana were Map Applications (Google Maps), search engine, information from friends and family living in Montana, National Park Service website/book/brochure and visitor information staff.

45% of our visitors went to Yellowstone National Park and 42% went to Glacier National Park. 43% of travelers want information on how to best engage with local cultures and communities at or near a destination when planning a trip. AAA – 2023 Documentary; Travelers want Maps in their hands to view as opposed to using maps on their I-phone.

ITRR, Call Center, Destination Analysts, Website Statistics, Expedia Media, AAA, MMGY, Solo Traveler, ChatGPT, Zartico

ITRR- 2023 Nonresident Visitors to Southwest Montana

32% Visited Yellowstone National Park

28% Visited Glacier National Park

7% Visited Virginia City/Nevada City

6% Visited Ghost Town

70% were repeat visitors

Visitors by age group

42% are 65-74

35% are 55-64

17% are 45-54

8% are 75 years and older

Group Size

21% travel by themselves

58% are 2 travelers

Mode of Transportation

73% auto/truck

15% RV

10% air

2% motorcycle

### **Trip Planning Sources**

Source	Most Useful	All Used
Search Engine i.e., Google	33%	61%
Friends/Family in MT	7%	18%
National Park web/book/brochure	5%	20%
Info from previous visitor(s) to MT	4%	24%
Mobile App	3%	24%
VisitMT website	2%	12%
Regional Travel Guide	2%	4%
Social Networking i.e., Facebook	1%	10%

Other Travel Websites	<1%	9%
State Park web/book/brochure	<1%	5%
Official MT Guidebook magazine and Third Party Agencies i.e., Travelocity	<1%	3%
Movies, TV Shows	<1%	3%
Info from businesses	<1%	3%

### Sources Used During Trip

Source	Most Useful	All Used
Map Applications i.e., Google Maps	28%	56%
Search Engine i.e., Google	18%	52%
Info from Friends/Family living in MT	8%	16%
Nat'l Park website, book, brochure	5%	28%
Other Mobile Apps	2%	14%
Visitor Information Staff	3%	15%
Info from business	1%	6%
Regional Travel Guides	<1%	6%
Brochure Info Rack	<1%	10%

VisitMT	<1%	7%
Social Media i.e., Facebook	<1%	4%

### Satisfaction with Aspects of Montana

Description	Positive	Negative
Feeling Welcomed	95%	2%
Main Street Reflecting Local & Culture/Heritage	80%	1%
Wildlife Viewing Opportunities	81%	2%
Availability of Travel Info	77%	2%

### Activities

Description	Percentage
Scenic Driving	49%
Day Hiking	39%
Wildlife Watching	33%
Nature Photography	27%
Recreational Shopping	23%
Car/RV Camping	
Historical Sites	21%
Breweries	17%

Lewis & Clark	15%
Art Exhibits	11%
Attend Events	Each
Fishing	
Stargazing	13%
Museum	10%

**On Vacation, Attracted to Montana For...**

Description	Primary Attraction	All Attractions
Glacier National Park	26%	42%
Yellowstone National Park	13%	45%
Family/Friends	13%	31%
Open Space	9%	50%
Mountains/Forests	11%	64%
Wildlife	4%	41%
Lewis & Clark	3%	22%
Fishing	3%	15%
Skiing/Snowboarding	2%	2%
Camping	2%	20%
Hiking	2%	31%

MT History & Culture	<1%	17%
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#### Destination Analysis-April 2023 Report

70.6% of people will take a leisure trip in the next 3 months

19.3% will travel over 30 days in the next 12 months

39% of boomers or older have over 30 days available for leisure travel

41.1% of boomers use websites via search engines for information sources for travel

38.1% of boomers use email for information sources for travel

22.3% of boomers and 38.8% of Gen Z's use online content for travel information

15.8% of boomers use visitor guides for travel information

Expedia Media -2022; Inclusive Travel Understanding Traveler Values & Opportunities for Marketers

43% of travelers want Information on how to best engage with local cultures and communities at or near a destination when planning a trip

74% of consumers would choose a travel option that support local cultures and communities, even if it was more expensive.

AAA – 2023 Documentary; Travelers want Maps in their hands to view as opposed to using maps on the I-phone

MMGY - Boomers plan to spend the most of any generation: at least \$4,000 on travel in the next 12 months

[Solo Traveler](#)- On average, excluding airfare, 30% travelers aged 55-64 spend \$1500-\$2500 on a one-week trip

The pre-covid estimated populations for the counties in Southwest Montana:

1. Lewis and Clark County: Approximately 70,000
2. Broadwater County: Around 6,000
3. Beaverhead County: Approximately 9,000
4. Deer Lodge County: Around 9,000
5. Granite County: Estimated to be around 3,000
6. Madison County: Approximately 8,000
7. Powell County: Around 7,000
8. Silver Bow County: Estimated to be around 35,000
9. Jefferson County: Approximately 12,000

Here are the approximate total square miles for each county in Montana:

1. Lewis and Clark County: Approximately 3,498 square miles
2. Broadwater County: Approximately 1,239 square miles
3. Beaverhead County: Approximately 5,542 square miles
4. Deer Lodge County: Approximately 2,877 square miles
5. Granite County: Approximately 1,733 square miles
6. Madison County: Approximately 3,598 square miles
7. Powell County: Approximately 2,329 square miles
8. Silver Bow County: Approximately 719 square miles
9. Jefferson County: Approximately 1,659 square miles

Please note that these are rough estimates and may not reflect the exact square mileage of each county.

Estimated Per Capita Income

1. Lewis and Clark County: Around \$32,000 to \$35,000
2. Broadwater County: Approximately \$35,000 to \$40,000
3. Beaverhead County: Roughly \$30,000 to \$35,000
4. Deer Lodge County: Estimated to be around \$30,000 to \$35,000
5. Granite County: Around \$30,000 to \$35,000
6. Madison County: Approximately \$30,000 to \$35,000
7. Powell County: Estimated to be around \$30,000 to \$35,000
8. Silver Bow County: Roughly \$35,000 to \$40,000
9. Jefferson County: Around \$35,000 to \$40,000

These figures are approximate and based on historical data trends.

Zartico Research: <https://acrobat.adobe.com/id/urn:aaid:sc:US:6282668e-e76f-4836-95c7-94f321f51350>

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

- Paranormal
- Star Gazing
- Book Enthusiasts
- Events
- Niche markets, Glaciers to Geysers
- Agritourism
- ADA locations
- Group Markets -field trips, weddings, reunions, motorcoach

They are all included as part of our marketing with the exception of Agritourism which we will be working with the other regions to see how to tap into this market; ADA which is more fact-finding to include on the website; group markets - we will be gathering data and this will also be part of the website.

We will consider ideas brought forth from our ad agency.

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

*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. Increase visitors to the region.
2. Improve Brand Identity.
3. Offer our rural and regional partners connecting / collaborating opportunities and cooperative marketing.

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

1. Increase travelers to the region with emphasis on Park-to-Park visitors and people within drive market. Destination Marketing, Destination Management
  - a. Marketing – Website, travel guide, and other print media, niche market marketing, paid media, digital assets, social media - Destination Marketing
  - b. Travel shows - Destination Marketing
  - c. Call Center and fulfillment - Destination Management
  - d. Promote events year-round to drive markets - Destination Marketing and Destination Management
  - e. Joint Ventures - review and participate in joint ventures from the state - currently with Sojern, Jun, Teads, Pinterest; With Regional Partners - Lewis and Clark National Park, Crown of the Continent, Glaciers to Geysers, Brand USA Inspiration Guide, potential Star Gazing and the Night Sky; with Visit Southwest Montana - Continental Divide along with the Gateway Communities, Fam and Influencer Tours, Calgary Travel Show - Destination Marketing and Destination Development
  - f. Visitor Information Center education and regional materials -Destination Management
  - g. Certified Folder to distribute regional literature - Destination Management
  - h. Push out our attractions to get written in publications - Destination Marketing
  - i. Add photos, videos to increase appeal and allure to our potential visitors - Destination Marketing and Destination Management
2. Improve Brand Identity. Destination Marketing, Destination Management -we will work with our ad agency to be on board with the state brand and to guide us to our own updated brand. The state is just starting on this process, it will be good timing for us. We had funds for this and a strategic plan to coincide.
  - i. Differentiate Visit Southwest Montana from other areas perceived as Southwest Montana - Destination Management, Destination Development
  - j. Build cohesive partnerships within region; help stakeholders and residents identify with the tourism region - Destination Management
  - k. Partner with University of Missoula graduate students to gather photos, write essays and stories, and create itineraries on the communities, rivers, mountains and ecology of Southwest Montana -Destination Development
3. Offer our rural and regional partners, connecting / collaborating opportunities. Destination Marketing, Destination Management, Destination Development, Destination Stewardship
  - l. Have meetings to share information and education - Destination Management
  - m. Offer cooperative marketing to our rural and regional partners - Destination Marketing
  - n. Gather content for our website and social media channels - Destination Marketing, Destination Management
  - o. Field visits to regional stakeholders; create a regional database for marketing and crisis management - Destination Management, Destination Development, Destination Stewardship
  - p. Use implementation of the Recreate Responsibly and Resiliency Plan to benefit the region and incorporate where beneficial - Destination Management, Destination Development, Destination Stewardship
  - q. Have Fam tour of frontline workers and members to inform them of the attractions in Southwest Montana - Destination Marketing

**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
<p>1. <b>1. Increase travelers to the region with emphasis on Park to-Park visitors and people within the driving market. Destination Marketing and Destination Management</b></p>	<ul style="list-style-type: none"> <li>• Increase lodging tax collections by 2% over FY 2024.</li> <li>• Use multi-media to attract visitors to the region. Optimize for cost per thousand impressions and cost per click. Track lead generation.</li> <li>• Website: increase traffic by 12% over FY24, with a 5% increase in organic traffic over FY24.</li> <li>• Track overall paid media performance using KPIs of impressions delivered, engagement rate and cost per engagement aiming to align with industry benchmarks.</li> <li>• Strive to generate at least 1,200 leads through Yellowstone Journal, and 2,000 leads from the website.</li> <li>• Print and distribute 130,000 travel guides with Certified Folder and also send for fulfillment. Continue with Birding Brochure, Scenic Drives, Haunted History Tours.</li> <li>• Publish 10 videos.</li> <li>• Obtain 75 user generated assets.</li> <li>• Increase photo library with images from 6 events/attractions.</li> <li>• Print advertising to reach over 300,000 under \$40 average cost per thousand.</li> <li>• 10% increase Facebook engagement over FY24.</li> <li>• 20% increase Instagram followers over FY24.</li> <li>• Publish at least 2 stories by vetted travel writers.</li> <li>• Participate in at least two joint ventures with the state, continue Glaciers to Geysers Regional</li> </ul>		

	<p>Partnership, Continue partnering with the Continental Divide and the Gateway Communities</p> <ul style="list-style-type: none"> <li>• Print and distribute monthly and or seasonal current Event and Attraction Cards to drive markets year round via Certified Folder Display and targeted locations.</li> <li>• Conduct one VIC training to update information on regional offerings.</li> <li>• Participate in Calgary Travel and Adventure Show with Helena and Butte, sharing a large booth space, distributing travel guides, maps, itineraries, and other literature.</li> </ul>		
<p><b>2. Improve Brand Identity and Strategic Plan. Destination Marketing and Destination Management</b></p>	<ul style="list-style-type: none"> <li>• Identify and implement up to 2 tactics to differentiate Visit Southwest Montana from other places perceived as being southwest Montana.</li> <li>• Work to achieve 25% regional strategic plan, that will include information from the Visit Southwest Montana Resiliency Plan.</li> <li>• Build cohesive partnerships within the region by contacting and developing up to 17 new regional partners in the Visit Southwest Montana region.</li> <li>• Continue partnership with University of Montana, Community Vitality Program, Office of Research &amp; Creative Scholarship and the Davidson Honors College under the guidance of Dr. Rick Graetz and graduate students obtaining at least 30 stories, 100 high resolution photographs, develop 9 scenic drive itineraries and 6 biking</li> </ul>		

	<p>itineraries, and print at least 3 Visit Southwest Montana stories statewide.</p>		
<p><b>3. Offer our rural and regional partners connecting / collaborating opportunities. Destination Marketing, Destination Management, Destination Development, Destination Stewardship</b></p>	<ul style="list-style-type: none"> <li>• Conduct 6 meetings in various Visit Southwest Montana communities presenting information and educational opportunities benefiting partners.</li> <li>• Offer cooperative matching promotional funds t2 times per year to nonprofit regional partners to help with their community promotions which highlight attractions and events to help visitors stay longer in the region.</li> <li>• Interact with regional partners quarterly via email, newsletters, or calls to update information and events on both the state and region websites.</li> <li>• Establish a new regional database of asset inventory, contacts, and crisis management information using a CRM platform.</li> <li>• Continue Recreate Responsibly Information on region website and other appropriate places. Provide links to the toolkit in quarterly newsletters to partners.</li> <li>• Incorporate promotion of shoulder season offerings and develop a crisis management plan from the Visit Southwest Montana Resiliency Plan.</li> <li>• Conduct one in-depth Fam tour for regional partners, key agency personnel, frontline workers, and call center to inform them of the</li> </ul>		

	attractions in Southwest Montana.		

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**Budget Form:** FY25 DMO Budget Form 2 (4).xlsx

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**DMO Budget:**

Allowable Method	Amount Budgeted	% Budgeted	Amend +/-	Updated Budget	% Budgeted
Administration	\$135,000.00	11.02%	\$0.00	\$135,000.00	11.02%
Joint Ventures	\$122,000.00	9.96%	\$0.00	\$122,000.00	9.96%
Cooperative Marketing	\$30,000.00	2.45%	\$0.00	\$30,000.00	2.45%
Agency Services	\$85,000.00	6.94%	\$0.00	\$85,000.00	6.94%
Marketing Resources	\$167,500.00	13.68%	\$0.00	\$167,500.00	13.68%
Paid Media	\$271,000.00	22.13%	\$0.00	\$271,000.00	22.13%
Marketing Personnel	\$95,125.00	7.77%	\$0.00	\$95,125.00	7.77%
Earned Media/Tourism Sales	\$21,500.00	1.76%	\$0.00	\$21,500.00	1.76%
Website Development (Online, Website, Mobile)	\$65,000.00	5.31%	\$0.00	\$65,000.00	5.31%
Education/Outreach	\$14,000.00	1.14%	\$0.00	\$14,000.00	1.14%
Travel/Trade Shows	\$6,000.00	0.49%	\$0.00	\$6,000.00	0.49%
Visitor Services	\$204,921.00	16.73%	\$0.00	\$204,921.00	16.73%
Opportunity Marketing	\$7,751.00	0.63%	\$0.00	\$7,751.00	0.63%
	\$0.00	0.00%	\$0.00	\$0.00	0.00%
	\$0.00	0.00%	\$0.00	\$0.00	0.00%
<b>TOTAL BUDGET</b>	<b>\$1,224,797.00</b>	<b>100.00%</b>	<b>\$0.00</b>	<b>\$1,224,797.00</b>	<b>100.00%</b>

Revenue Projection	\$1,029,797.00
Funds not spent during previous fiscal year	\$195,000.00
Rollover Funds at Commerce	\$0.00
Allocated Following Audit	\$0.00
<b>Budget increase total</b>	<b>\$1,224,797.00</b>

## **Narrative Evaluation:**