

Montana Grants and Loans

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Application

Instructions

Print to PDF will convert the application plus any PDF attachments into a single PDF file. **Release for Review** will change the status of the application to Under Review and move it on to the evaluation process. **Negotiation** will allow you to unlock one or more sections of the application and route the application back to the applicant for further editing. **Annotations** allow internal staff to add notes that are visible to internal staff only and possibly also reviewers if they have a special security privilege. The applicant cannot see these notes. **Versions** will display all component versions that were created as a result of the negotiation process. **Feedback** allows staff to enter feedback about the application to the applicant. The feedback text will appear at the bottom of the application and will be visible to anyone who has access to the application. **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.

Application Details

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41744 - FY17 Region/CVB Marketing Plan - Final Application

42227 - FY17 Bozeman CVB Marketing Plan
DOC Office of Tourism

Status: Under Review

Original Submitted Date: 04/21/2016 7:28 PM

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Applicant Information

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Comments:

Organization Information

Name:* Bozeman Area Chamber of Commerce

Organization Type: Non-Profit Organization

Organization Website: www.bozemanchamber.com

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City State/Province Postal Code/Zip

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1. Describe your destination.

Describe your destination (who you are, who you wish to attract and why would they come) addressing your strengths, opportunities, and potential challenges. How does your destination align with Montana's brand pillars?

Bozeman, MT, is a mecca of outdoor recreation, rich history, a dynamic culture and an easy pace of life. Our visitors range in age and interests making this an ideal vacation area for couples, singles and families alike.

Strengths:

- Close proximity to Yellowstone National Park. In 2015, 61% of the people who visited Bozeman said YNP was their main reason for the trip and 55% of all visitors to the state said it was the primary attraction. (ITRR, 2015, Non-resident Visitor Profile).
- World-class recreation. Two nationally recognized ski areas, miles of blue ribbon fly-fishing waters, dozens of nearby trails and 360 degrees of spectacular views make Bozeman a perfect escape for any age or interest.
- A growing, vibrant downtown full of unique dining, theatre, festivals and art galleries.
- World class museums— including Museum of the Rockies, which houses one of the world's largest and most famous dinosaur collections.
- Air Service: Bozeman Yellowstone International Airport leads the state in de-boardings and now has 15 cities we connect to with non-stop flights to major cities such as New York City, Chicago, Houston and most recently, Dallas. The airport also has a customs station for international charter flights which is also a strategic move to attract more international flights, namely in Canada.
- Montana State University: A leading university in engineering, architecture, business and film, MSU brings a rich culture to Bozeman, resulting in a sophisticated university town with vibrant energy.
- Abundance of hotels and other lodging options.

Opportunities:

- Increased airlift across the board. Have the opportunity to expand our current direct flights as well and bring on new service.

- Lower gas prices are increasing visitation from surrounding states.
- 100 year anniversary of National Park Service. Located between two entrances to Yellowstone, Bozeman has the biggest density of hotel rooms in the area. This gives us the opportunity to collaborate with gateway towns for events and activities centered around Yellowstone National Park, notably Gardiner, who is hosting a premier event this coming summer.
- Increase in shoulder season visitation.

Challenges:

- While the perception that Bozeman is difficult to get to is decreasing, we need to be consistently advertising in our direct flight markets.
- Seasonality of leisure tourism is always an issue, but we are starting to see stronger bookings in June and September.
- Significant weather events such as a light snow winter, or heavy fire seasons, can cause sudden large reductions in leisure tourism.
- While Bozeman has a vibrant economy, the national and international economies aren't as strong.

The Bozeman story aligns with the Montana Brand Pillars in the following ways:

Spectacular, Unspoiled Nature

Located between two entrances to Yellowstone National Park, two world-class ski resorts, amazing fishing and surrounded by majestic mountain ranges, few areas offer such a variety of year round recreation. Be it scenic drives, biking, hiking a tall peak or snowmobiling through the backcountry, Bozeman is surrounded by recreation and beauty.

Breathtaking experiences by day, relaxing hospitality at night

Bozeman has something for everyone. With wide-open spaces, quality shopping, dining and an artistic culture, it boasts an urban feel amidst a mountain mecca. With ongoing cultural events including music, festivals, film and lectures, visitors can experience the local culture and energy of a thriving college town. Loaded with local restaurants, breweries and distilleries, Bozeman is a culinary surprise.

Vibrant small towns that serve as gateways

Home to the state's busiest airport, Bozeman sees travelers coming for all types of recreation, most notably, visiting Yellowstone National Park. Given the proximity to such a variety of recreation, many people spend a least a portion of their trip in Bozeman.

[Optional: Include attachments here](#)

2. How will your marketing plan address the three phases of the travel decision process of inspiration, orientation and facilitation?

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