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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 **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.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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#### 15254 - FY15 Region/CVB Marketing Plan - Final

#### 18449 - FY15 Glendive CVB Marketing Plan DOC Office of Tourism

Status: Under Review

Original Submitted Date: 04/30/2014 10:06 AM

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### Applicant Information

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#### Organization Information

Name:\* DAWSON COUNTY ECONOMIC DEVELOPMENT COUNCIL

Organization Type: Non-Profit Organization

Organization Website: [www.dawsonedc.com](http://www.dawsonedc.com)

Address:\* 808 N MERRILL AVE

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## Community & Brand Support

### 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?*

Nestled between Makoshika State Park and the Yellowstone River, Glendive offers an exciting and diverse array of activities and sites for visitors to enjoy. Whether it is hiking Makoshika Park, hunting for the various animals or hunting for agates along the river, the things to do are only limited by your sense of adventure. Glendive and its surrounding area encompass some of the most diverse scenery from the rolling hills of the cattle and farm lands and the meandering Yellowstone River to the incredible badland beauty right here in our backyard, Makoshika State Park.

Seekers of Historic Adventure could find few places with as significant historic sites such as the Hagan Site; dinosaur and archeological digs in the bad lands or fishing for trophy prehistoric paddlefish. Glendive has many unique draws for the Geo Tourist, it is our hope to better market these opportunities.

Potentially one of the greatest strengths is location, location, location. With easy access from all directions, Glendive is located in the middle of a hub with almost equal distances from Billings; Bismarck, ND, Rapid City, SD; and Regina Canada. Right on interstate 94 and a major hub for BNSF, Glendive is the gateway to the Bakken that has made Glendive a logistical stopping ground for many business travelers, other strengths include:

- Makoshika State Park
- Yellowstone River
- Intake Diversion Dam -paddlefishing
- 3 Museums
- On the Dinosaur Trail - two dino museums and Makoshika Park, home to Triceratops
- Hunting and fishing
- Transportation hub -On interstate 94, connect with hiway 200, Hiway 16 north, Capeair to Billings 2/day \$49, bus service
- Entrance to the Bakken
- Unique shopping including quilt shop rated as one of top 10 in USA

With the change in the economic climate right now in Glendive the opportunities for tourism have increased in many areas including:

- Large increase in hotel options
  - Glendive expects to expand to over 500 rooms by 2015
  - The expansion gives us the opportunity to have larger events
- Ability to have conventions
  - Many venues for large events including- Dawson Community College, Eastern Plains Event Center, Moose Lodge
- Makoshika State Park
  - With increased awareness tourist could see all the park has to offer
    - Biking, hiking, folf, Ampatheater, Lions camp, bird watching, Camping
- Sporting Events
  - Glendive have 7 (2 split) 9 total indoor basketball courts DCHS 2750 seating capacity, DCC 2000 seating capacity
    - Currently has Makoshika Tournament brings in about 100 teams for the weekend
  - College baseball and softball fields
  - New tennis courts(10)
  - Numerous baseball and softball fields
  - All weather rubberized track and artificial turf football field completed by 9/14
- Bakken

- With the Energy increase we have the opportunity to become a weekday long-term stop over for the industry people

Along with the opportunities brought on by the economic climate are some challenges such as our motels, even with the newly constructed motels are full during the week but the weekends have vacancies. This is certainly an unusual situation that most other travel areas do not see. However, it affords the opportunity to orient new travelers and new locals to all that the area offers with respect to tourism. It also affords the challenge to market to conventions and event travel, other challenges include:

#### Challenges

- Lack of signage encourage people to stop
- Other towns close by becoming more attractive
- Visitors thinking we are full because of the Oil boom
- Lack of Employees at the customer service level
- Deteriorating downtown area
- Limited chain establishments
- Limited shopping and fast food restaurants
- Airlines- 2 daily flights to Billings but not other destinations

**Optional: Include attachments here**

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

**Inspiration:** The main aspect of our marketing plan focuses on giving Glendive a brand that invokes action to induce involvement in all the areas of interest to travelers. For inspiration we will have pictures of our unique land and activities such as our hiking trails, new splash park and partnerships throughout the state to bring useful content of our area to the minds travelers. Through this branding Glendive will work with advertising opportunities to present our area as part of the Montana Story.

**Orientation:** Once the traveler has decided to visit Montana, this is the time where Glendive can become a place of interest. As they search for areas in Montana and ways to travel around our great state, through our website, [www.visitglendive.com](http://www.visitglendive.com), we will give the traveler access to information they need to plan their trip from start to finish. The website will include attractions, eating establishments, hotels and more to entice travelers to spend time in Glendive.

**Facilitation:** Once the visitor is traveling through Montana, our goal is to get them off the highway and visit our unique town and state park. Through advertising our attractions and bringing Glendive to the mind of traveler it is our goal to entice them to look into Glendive. This is where we expect to shine. Research shows that over 93% of visitors to Montana bring electronic devices with them. By having a complete view of Glendive through our visit Glendive site we will show our visitors what is available in Glendive, how to get there and what is unique about it. The use of both facebook and the visit Glendive website will help facilitate the visitors to get the most out of their Montana experience.

To accomplish this our main goal will be to have a cohesive marketing for Glendive. Through print, billboard and web we will be encouraging visitors to, "Dive into Glendive" and to "Discover Adventure, Discover Glendive", and experience all we have to offer. Through this action statement it is our plan to give the visitor an interactive experience with the Glendive area by the array of activities they can dive into, including, Makoshika State Park, Paddlefishing, Yellowstone River, and much more.

**Optional: Include attachments here.**

### **3. Who is your market?**

#### **a. Define your target markets (demographic, geographic and psycho-graphic)**

Our focus market will be on four distinct demographics of visitors.

#### **1. The Business traveler**

With our proximity to the Bakken, Glendive has already seen a huge upswing in business travelers. Currently our hotels are showing over 80% occupancy during the week day of business travelers. This consists of people here to work the energy industry, those looking to develop in the Bakken area and those looking for work in the area. Glendive has the unique position of being the Gateway to the Bakken, while still keeping away from the boom feel and keeping the small town charm. The business traveler is a great filler for our weekday hotels and then on the weekend we increase the chance of their families coming to visit. With the large increase in hotels in our area we can cater to this demographic supplying services to them and meeting places. The increase of hotels also gives Glendive the ability to host conventions for

businesses that are already in the area.

## 2. The Repeat Visitor

Montana statistic shows that 76% of visitors that come to Montana are repeat visitors. These visitors have seen the main sites of Montana (Yellowstone, Glacier, ect) and are looking for other Montana adventures, that is where Glendive can shine, as the home to the largest state park in Montana, Makoshika, Glendive has the opportunity to show repeat visitors another side of Montana. Through our advertising and marketing efforts we will show the adventures that await on the Eastern side of the state.

## 3. Visitors to Yellowstone

With over 3 million people visiting Yellowstone National Park every year, a great many of them pass by Glendive on their way to the park. As a days drive from Yellowstone and from Minnesota, Glendive is a great stop/night stay for those who seek to experience the area. With Makoshika State Park in our back yard we are a natural fit for the Geo tourist that wants to experience the Badlands.

## 4. Dinosaur Crazy

Glendive is already featured on the Montana Dinosaur Trail with a national creationist museum and the state park with many dinosaur bones and fossils including a triceratops. Many museums and univerisities feature summer digs here. Both dinosaur museums offer dinosaur digs and hands-on activities. Other dinosaur activities are within 2 1/2 hours of Glendive.

Psycho-graphic market- Our main marketing for this area are those people that want to experience adventure and be hands on with nature. The person who has the, "I want to try that", attitude. Whether it is trying to snag a prehistoric paddlefish or just driving the switchbacks in Makoshika, these travelers have the personality for adventure and discovery.

Geographic Market-For this year we will be focusing on the midwest area and travelers who can drive on I-94.

### ***b. What are your emerging markets?***

#### 1. Team Sports Enthusiasts

Glendive this summer has a new all-weather rubberized track and artificial turf football field donated by a local philanthropist. This will be ready by football season 2014. It would be a perfect location for the MT -ND football rivalry. Our present rubberized track has been rented by other nearby towns to host their class track meets. Glendive had the facilities and now the lodging to host major tournaments or competitions whether it's youth or college baseball/softball, basketball, volleyball, tennis or wrestling. It has hosted the Makoshika Youth Basketball tournament with 100 plus teams for 22 years.

2. Mountain Biking - transcontinent bikers are diverted off the highline because of the truck traffic in the Bakken. Makoshika hills offers challenging mountain biking and the potential to expand like the 120 miles of mountain biking trails like Maah Daah Hey Trail in the ND rugged badlands.

3. Hiking - We have trails along the Yellowstone at Black Bridge Fishing Access. Cartographer Mike Madler has completed a map of the trails in Makoshika Park. Glendive is working on developing more trails but just completed "Gateway to Makoshika Trail" and the state park with continue the Paramount Trail to the state park campground. There are 4 miles of improved trails and 10 miles of primitive trails in the park.

4. Local Food Entrepreneurs- a local group has been working on "farm to table" for many years. They have a facility for weekend cooking classes that also soon includes lodging. The county extension agent offers regional training on high hoop tunnels to extend the growing season, offers a Saturdays Farmers Market in addition to a Friday 10AM market. A commercial kitchen will soon to be available for local food entrepreneurs to rent in addition to a Farm to Table Store featuring local, natural and organic and allergy sensitive foods which many urban travelers expect to be available.

### ***c. What research supports your target marketing?***

#### Business Travelers:

Right now the business traveler is the low hanging fruit. According to local hoteliers over 90% of the weekday travelers are business people coming for work on the Bakken. Currently Glendive has had 3 more hotels built in the last year and we are estimating 2 more will be built before the end 2014. This will exponentially increase the capacity that Glendive has for travelers. Currently the majority of the energy companies are requiring employees to stay within 125 miles of where they are working. Glendive is situated in such a way that we are within travel distance for the majority of the Bakken including, Williston and Dickinson.

#### Repeat Visitor

Montana statistics shows that 76% of visitors are repeat visitors to Montana. Montana travel research also shows that 31% of non residents responded that they would look at out of the way places if they were advertised and given specific information about the attraction. 12% stated more quality signage would make them take an alternative route or stop on their route.

#### Visitors to Yellowstone

According to the most recent data from the Office of Tourism, 2.15 million people visited Yellowstone, during the 3rd quarter of 2009 5% of nonresident visitors to Montana entered east via I-94 interstate. This means that 234,000 people passed by Glendive along I-94. Data also shows taht Minnesota is one of the major place of origins for people visiting Montana.

#### Dinosaur Crazy

In 2013 Makoshika Dinosaur Museum had 1,868 visitors with 776 of them being out of state visitors. The visitors were impressed with the displays for such a small museum and is open all year long. with regular hours of operation. With such an increased interest in dinosaurs Dawson Community College will be having a Paleo-geology class. Makoshika State Park had 59,274 visitors in 2013. Of these 97% were day use and 3% camping.

#### Emerging Markets

Montana State Park 2013 reseach shows the favorite physical activities for those 29 and under are team sports. Parents support and follow their kids across the state. The favorite activity for those 30-39 is backpacking, 40-49 hiking and 50 and older - walking. Trails in Makoshika and along the river would be a draw for all these demographics.

**Optional: Include attachment here.**

#### 4. Overall Goals

1. To increase awareness of Glendive as a tourism destination
2. To promote the unique adventures available in the Glendive area
3. To increase traffic to the Visit Glendive website by 50%
4. To inform possible visitors that Glendive does have hotel vacancies

**Optional: Include attachments here.**

#### 5. Cooperative Opportunities

##### ***a. In what types of co-ops with MTOT would you like to participate?***

Being very new to these oppotunities Glendive CVB would be very interested in looking at any co-ops that would increase our visability and promote our goals.

##### ***b. In what other types of co-ops would you like to participate? (Regions/CVBs, etc.)***

This year it is our goal to learn about the oppotunities available and see what would be a good fit for our organization. Dickinson 100 miles away has had a CVB for many years and we have worked with Terry Thiel in the past on the MonDak Gateway to Opportunity ( Entrepreneur and area marketing conference). She would be a good resource for us outside of the state as well as the state resources we are eager to learn about.

**c. What types of co-ops have you done in the past? Were they successful - why or why not?**

This is our first year so we are very interested in seeing what other CVBs have done and what has been successful.

Optional: Include attachments here.

Include pie chart here.

[Pie chart for 2014.xlsx](#)

**Marketing Segment, Strategy & Budget**

Marketing Segment	Marketing Method	Does research support this method?	Describe your method.	Supporting research/statistics	Provide a brief rationale.	Plan to measure success?	Marketing Method Evaluation	Estimated budget for each method.	Non bed tax funds?	Add'l Attchmnts
Consumer	Billboards/Out-of-Home	Yes	<p>Glendive has struggled for years with a lack of strategic marketing. Through the last two years, the formation of the TBID has helped with funding to start a marketing campaign specifically for Glendive. By June 2014 Glendive will be rolling out our, "dive into Glendive and Discover Adventure, Discover Glendive," campaign. Our action phrase will be used to engage people to become part of the adventures we have to offer in Glendive.</p> <p>Through our visitors survey done in 2012 one of the main areas Glendive was found lacking in was advertising, specifically Billboards, on the way to Glendive showing that we had attractions that are worth getting off the interstate to see. Due to the lack of views of the Glendive from the interstate we have suffered from many passing by. Our goal is to get people to realize that we have attractions and that Glendive is a city worth stopping at and exploring. Through the billboards we will help people get acquainted with Glendive and also drive visitors to our website, <a href="http://www.visitglendive.com">www.visitglendive.com</a>,</p>	<p>In 2012 a visitor survey was done at our local Chamber of Commerce, through this survey two major findings were discovered. One was that Glendive is very under advertised to travelers coming from both Billings and Bismarck. Over 80% of those surveyed said they had seen less than one sign with the word Glendive in it. Of those surveyed 78% were unaware that Makoshika State Park was located in Glendive. Of those wanting to see Makoshika State Park, only 23% could find it without help of a GPS or asking locals due to lack of signage.</p>	<p>Increasing awareness of Glendive's attractions to visitors driving by on their way to Yellowstone Park will help increase stop overs to Glendive. Also information driving the visitor to our website will help facilitate the visitor in finding attractions of interest in our area during their vacations.</p>	<p>The <a href="http://VisitGlendive.com">VisitGlendive.com</a> site will be prominatly visable on the billboard and we will be tracking our success from increase in views of our website.</p>	\$10,000.00	No		

			with hopes of increasing visitors to our town.						
Consumer	Social Media	Yes	Facebook, twitter and instagram, just to name a few have become staples for the visitors that want to experience Montana. Studies show that over 76% of visitors to Montana have electronic devices with them. Glendive is ready to become part of the social media arena and we will be starting new to all of these areas. Through our visitglendive brand we would like to start branching out into the social media, to entice more views to our website and to encourage visitorship to our area.	Facebook is the largest social media site with over one billion users. On the ITRR site it states that in 2013 over 76% of visitors brought electronic devices with them to Montana.	With the increase in use of social media to receive information, we plan to use social media to drive visitors to our website. Social media is an inexpensive way to direct visitors to points of interest, increase awareness of points of interest and also gives good visual sights to increase interest.	We will measure the success of our social media through facebook views, likes and shares. Our goal is to have over 300 likes and 100 shares by the end of 2014. As facebook will be our first endeavor. Based on this success rate we will tackle the other media arenas.		\$1,000.00	No
Events	Print Advertising	Yes	Glendive is working to show organizers of events and conferences that with the large increase of hotels we now have the room and ability to host large events. We are facing several obstacles. Among those people aren't aware that there are vacancies in our town or that we have excellent venues for large gatherings. It is also not widely known that we have caterers and other hospitality professionals that are willing to help produce a large event. For example in 2013 DCEDC put on the Eastern Montana Energy Expo, this event had over 200 vendors and over 2000 attendees, including the Governor and many Energy executives. This event put Glendive on the map as a place to be for the energy industry. In 2015 DCEDC is planning this event again and they are expecting to sell out vendor booths in less than a week. By advertising events such as this we plan on showing Glendive as a very viable option for	The Institute for Tourism research shows that 28% of non residents visiting Montana are here for events or business purposes. Due to the Bakken our area has seen a noted increase in business traveler and organizations visiting.	By helping large events advertise we will be bringing more people to Glendive and also showing potential event coordinators that we can handle larger events.	We will measure success of the advertising in two ways 1. Increase in attendance for events advertised 2. Increase in larger events happening in Glendive		\$2,500.00	Yes

			large scale events that would like to be at the Bakken Gateway.							
Marketing Support	Administration	Yes	The administrative funds will be used to staff the office personnel that will be working on the CVB.					\$4,000.00	Yes	
Marketing Support	Opportunity Marketing	Yes	Being very new to the CVB we are leaving this money open to marketing that might come to light as we move forward. Our hope is to see what is working for other CVBs and research areas that are having success and become a part of them.		Leaving this money for opportunities that come up will give Glendive CVB some money to use where we see it will be most effective.			\$1,500.00	No	
Marketing Support	TAC/Governor's Conference meetings	No	This money will be used for travel to the TAC and Governors conference meetings to help the staff learn more about both the CVB and the States objectives.					\$1,000.00	No	
								<b>\$20,000.00</b>		

**Marketing Method Budget**

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Billboards/Out-of-Home	\$10,000.00	\$0.00
Consumer	Social Media	\$1,000.00	\$0.00
		<b>\$11,000.00</b>	<b>\$0.00</b>
Events	Print Advertising	\$2,500.00	\$40,000.00
		<b>\$2,500.00</b>	<b>\$40,000.00</b>
Marketing Support	Administration	\$4,000.00	\$16,200.00
Marketing Support	Opportunity Marketing	\$1,500.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,000.00	\$0.00
		<b>\$6,500.00</b>	<b>\$16,200.00</b>
		<b>\$20,000.00</b>	<b>\$56,200.00</b>

**Miscellaneous Attachments**

**Region/CVB Required Documents**

File Name	Description	File Size
<a href="#">paperwork for CVB.pdf (1.1 MB)</a>	PDF of all paperwork listed for this tab	1.1 MB

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