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**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 **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.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**
**16754 - FY15 Miles City Marketing Plan**  
**DOC Office of Tourism**
**Status:** Under Review

**Original Submitted Date:** 04/30/2014 3:17 PM

**Last Submitted Date:** 05/02/2014 1:49 PM
**Applicant Information****Primary Contact:**
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Phone Phone Ext.  
 ###-###-####

**Alternate Phone** 406-853-3232

**Fax:** 406-234-6914
**Organization Information**
**Name:\*** Miles City Area Chamber of Commerce

**Organization Type:** Non-Profit Organization

**Organization Website:**
**Address:\*** 511 Pleasant Street

*	Miles City City	Montana State/Province	59301 Postal Code/Zip
Phone:*	406-234-2890		
Ext.			
Alternate Phone	406-853-3232		
Fax:	406-234-6914		
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Alternate Email			

## 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?*

Describe your destination

Miles City CVB includes Miles City and the area surrounding the city limits for approximately 50 miles.

The Miles City Area consists of badlands, flatlands, and rolling hills. The badlands cover the area to the east of Miles City all the way to Terry Montana. These badlands include the Calypso Trail and the Scenic Drive. The rest of the area around Miles City is a mix of flatland and rolling hills. Unusual sandstone formations make for interesting subjects and wonderful backdrops for photographers, bird and wildlife observers and those that just want to more deeply appreciate the effects of nature over time on these soft and ever-changing soils. The flatland in the area is proving to be very fertile soil able to sustain many types of agricultural crops as well as being home to many forms of livestock. The area is also the perfect home for many wild animals such as deer, antelope, elk, pheasants, and grouse that make it a hunter's paradise. Miles City is located at the confluence of the Yellowstone and Tongue Rivers. These rivers, unique from the pristine trout streams of the western part of Montana, are known worldwide for their abilities to support other species such as catfish, paddlefish, sturgeon, sauger, walleye, northern pike, and bass. The rivers and their tributaries are also home to a large and varied bird population such as Canadian geese, ducks, cranes, pelicans, as well as aquatic mammals. The Yellowstone River is also a hotbed for agate hunters. Miles City is one of the best places to find Moss Agates, only found on the free flowing Yellowstone River.

Miles City offers countless opportunities for the outdoorsman that just wants to hike or boat. Arm yourself with a camera and you will witness things beyond imagination. Birders will see many species of birds from the wild canary all the way to the bald eagle. It is not unusual to come upon Indian artifacts as you hike. The Miles City area was home to many of the greatest Indian encounters in history. Fort Keogh, just west of Miles City, was originally a remount station for the cavalry during its early days. General Custer left out of Miles City on his trek to the Little Big Horn. It now houses the Fort Keogh Experimental Station which is a world class center for agricultural experimenting. The Fort has produced its own breed of cattle (The Line 1 Hereford) as well as produced range grasses that thrive in our climate as well as in other parts of the world. Miles City also offers one of the premier Old West Museums in the country. The Range Riders Museum opened in 1939 and has grown into a complex of 11 buildings housing everything from dinosaur bones to Indian headdresses. The Waterworks Art Museum is also a pillar of tourism in Miles City. Housing many great shows, including the Western Art Roundup held during The World Famous Miles City Bucking Horse Sale, brings a unique visitor to our community. The Ursuline Convent and the National Historic District brings the rest of our history to the forefront. Walking tour and "Ghost Tours" have proven to be special ways of bringing Miles City's history to life for our visitors.

Miles City is also at the crossroads of the highway system in southeastern Montana. Interstate 94 passes in an east/west route intersecting Montana highway 59 heading to Jordan north and Broadus to the south. A recent addition of pavement connecting Terry to Brockway has also made travel from Highway 2 a much easier process. As the medical and retail hub of the area we play host to several functions such as tournaments, regional

meetings, expos, clinics and workshops. Miles City now has a small convention area that has also become a huge draw for our community. This facility added to the Fairgrounds and Miles Community College gives us the ability to host multiple events at the same time, a situation we have never had before.

Miles City is proud of its ability to promote many events, but our flagship event is, and will always be, The World Famous Bucking Horse Sale held the third full weekend in May. This event dubbed the "Cowboy Mardi Gras" brings in people from every U.S. state as well as several foreign countries doubling our population for four days. You only have to mention Miles City anywhere and the next comment will be the bucking horse sale.

Throw in some other events and not only do give entertainment to the community but we bring business to Miles City and also make our people aware of the importance of tourism.

Miles City is not without its challenges though. Miles City suffers from a lack of public transportation. Miles City recently lost its Essential Air Service, leaving us without any public air service what so ever. We are currently recruiting a fixed base operation, but it is a difficult process and a huge investment for a private company. This situation is by far our biggest challenge to date and also our biggest focus.

The west interchange is another issue we are addressing. This exit is out of town a couple of miles and isn't very offering at night. This is the entrance to Miles City that is a direct route to the Range Riders Museum, The Waterworks Art Museum, as well as the Historic District and Historic Main Street. We are looking to light this byway as well as push MTDOT for more signage.

It is always interesting that our challenges seem to always be our greatest opportunities. Air service into Miles City will reopen a door that will drive people into our community as will a more inviting entrance into our downtown. As it has been for a couple of years, the Bakken will be an opportunity for years to come. The steady stream of people employed in the oil industry to the north of us is a constant source of new visitors. Miles City serves as a bedroom community to the Bakken and we have come to realize that these people have never seen southeastern Montana and what we have to offer. Our way of life is foreign to them and they flock to be a part of it. Miles City's biggest market is less than 100miles away and all we need to do is make them aware of what we are offering.

We will always be a gateway community on the way to the parks and we understand that. Making that work for all of us is the key. It is our goal to make a great first impression for visitors on the way to the parks and a lasting impression on their way home from there. We offer the other Montana they have seen and heard about and our doors are open for business.

**Optional: Include attachments here**

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

How will our marketing plan address the three-phase travel decision process of Inspiration, Orientation, and Facilitation?

All of our marketing is designed to make people want to do something, even if that something is nothing. We will draw down on the great job that Montana Office of Tourism does in inspiring people to visit Montana. Montana is already inspiring enough, but the incredible photos and language they use set the table for us. We are fortunate in Miles City that the inspiration has been laid out over the years in movies, television, and radio. We are the old west and who didn't grow up wanting to be a cowboy or see the wild west. All we have to do is show visitors that we have that available for them. Couple that with the modern amenities and we have facilitated their needs. Using an event driven marketing approach is necessary to give the little extra draw that brings that orientation aspect to our process. Most of the things we do we make it easy for a visitor to put himself into the event. Nothing says old west or cowboy like The Bucking Horse Sale. Western music on the streets at night then put your boots and cowboy hat back on in the morning and take a nice drive in the country seeing the calves and lambs that litter the country side like a western movie. We also market doing nothing, nothing like walking along the river or out in the badlands. Things that we take for granted but to someone without that ability it is an event like they have never had before. You have given us three words that bring a call to action, we see this call to action happen when people see Miles City.

**Optional: Include attachments here.**

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

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

## Define your target market

Our target market as defined by ITRR would be the visitor that is driving from the east to the National Parks, making us a gateway community. I would agree with that as it coordinates with the states marketing. We have had great success with this approach and will continue to market accordingly. We see traffic to the parks as well as skiing and snowmobile traffic from that direction in the winter months as well. Other than the drive by market we also market to the people that have a fancy for the old west, the history buff that tracks Lewis and Clark, the native american history person, and that person that just wants to go somewhere and do nothing. Our quiet way and slow pace has a draw like no other. You can go 5 miles out of Miles City and not see another sole and still be back in town enjoying the best steak of your life in 10 minutes.

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

As we stated in last year's marketing plan we are still learning our market and its makeup. We fully understand our place as a gateway community to the parks and we will continue to work that market but we are still seeing large influxes of people from the Bakken region that we can't afford to ignore. To be more specific, the Bakken region takes in the area from the western edge of central Montana too the eastern border of North Dakota. We also market northern Wyoming as well as western South Dakota. The target demographic would be those people working in the petroleum industry as well as the original residents that lived in the region before the Bakken growth. The age group is indeed wide open as we are after the laborer in their 20s all the way to the retiree that lives in the region prior to the play.

We have made our events very well known to the region and have seen bigger crowds and higher revenues since we have started this practice.

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

We use the ITRR stats and know they make sense but we have branched out. One form of research that is less than scientific but extremely accurate is talking to people. We have become very good at determining what southern state a person is from by the accent. We also look for out of state plates and noticed that a large number are from the southern states. This has proven our assumptions that the Bakken is having a big affect on our numbers. It is said that we have approximately 150,000 new people in the region now so making them aware of what we have going just makes good sense. Offering entertainment, quiet restaurants, and a getaway from the everyday grind is proving to be a perfect plan of attack.

**Optional: Include attachment here.**

## **4. Overall Goals**

### Overall Goals

Our goals for this marketing plan are to become more involved cooperatively with Southeast Montana Tourism as funds allow. Continue to increase visitors at local events. This is important to the economy of Miles City because we have people that started events based on the rise in the areas population and we need to keep hammering that market as well as others to sustain what we have created. It is very conceivable that we show 10% increases in every event with the exception of the Bucking Horse Sale Friday and Saturday due to room availability. We can still push the Thursday and Sunday events as rooms allow. We can still push the whole weekend to camping and day travel.

Optional: Include attachments here.

**5. Cooperative Opportunities**

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

We don't have plans to participate with Montana Office of Tourism due only to cost.

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

We plan to work with Southeast Montana Tourism as effective opportunities present themselves. It is very difficult to participate in very many coop. opportunities due to cost. We do have more money this year than ever before so it is something that we are certainly going to pursue.

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

We have never been able to afford coop opportunities before this year

Optional: Include attachments here.

Include pie chart here.

**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
			We plan to use \$17,000.00 on radio advertising for the following list of events held in Miles City	As mentioned in	We have had success with a daily show, "Live with Jim Thompson" were we do a calendar of events show on a daily basis with a 10 minute call in "On Air" show every Friday. This show airs in 7 states. The others: The	Success is the best form of measurement we have and by far the quickest return we get.				

Consumer	Radio & Television Advertising	Yes	<p>during the FY14/FY15 marketing period. These events bring in business and overnight stays to Miles City strengthening our economy and bolstering our bed tax collections. We plan to utilize regional radio stations that have a coverage area of over 300 miles in all directions. This coverage puts our message into a 4 state region. We will run 30 second ads from 6 am to 7 pm for the best coverage possible. We will make buys that assure us the best possible rate. Not all stations offer 30 second ads at the same rate, but each buy will reflect the best possible buy per event.</p>	<p>the narrative, we have a huge market segment within the Bakken region looking for getaway events that we can reach with this type of advertising. We feel this is probably the most effective media to reach the most active market for us at this time. Based on all of the responses we have gotten from last year's event sponsors, as well as our own events, we have seen a rise in attendance as well as revenues being up. Word of mouth from business owners and the support of the local TBID to this marketing approach also lends credibility to this plan.</p>	<p>World Famous Bucking Horse Sale, The Western Art Roundup, The Bluegrass Festival, The Eastern Montana Fair Concert, The Wine and Food Festival, all will have regional coverage. We have seen great results and feel strongly that this is the best direction to go to assure the greatest possible success. We are limited in our stations in the region so landing spots are numbered. This makes the market segments less fragmented and easier to reach with a smaller budget. The other plus to this approach is that it takes a lot of windshield time in southeast Montana, equating to a captive radio listenership.</p>	<p>Promoters can't wait to tell you if their event was good or not. We ask all our event promoters to quiz their visitors as to how they came to know of the event and also where they are from. This gives us a better idea of where to place ads or if we need to increase, decrease, or eliminate a station from our plans. Radio stations do all kinds of surveys and are more than willing to share their findings. We routinely request this information to make sure we are hitting the right demographics for the event.</p>	\$17,000.00	No
			<p>We would like to use \$5000.00 for</p>					

Consumer	Print Advertising	Yes	<p>print advertising from the FY14/15 Marketing Plan. As was mentioned several times in the narrative that marketing in regional publications is proving to pay great dividends. We plan to use our local daily as well as newspapers in Bismarck, Dickinson, Williston, Billings, as well as a group of local area weekly papers that can be targeted for event specific advertising. We will also use Farmer/Rancher publications that are regional to add impact. This marketing approach is affordable and proves to be a great reinforcement for our radio presence. As with radio, everyone has a different per inch price but we will be mindful of our small budget and utilize our funds wisely.</p>	<p>We have used print to support other advertising plans and also as a stand alone media for several years with great success. It is so easy to direct target this form of advertising and it can be changed or "punched" as the need crops up. As like radio, they do considerable research in the form of surveys to determine who is reading what and when. We can see from their research who's hands these publications are getting into and that makes determining what ads t place much easier and cost effective.</p>	<p>The object is to capture the most customers for the money. There is a tremendous market of customers in our back yard that have no idea who and what we are. It is necessary that we create events to bring them here to see that we can be an easy solution to their desire to leave the area for short "Get Aways". We do most print advertising as a supplement to other advertising we are doing. This is targeted and can be placed to match the event to the advertising making it very effective,</p>	<p>As with radio we ask the promoters to ask their customers at each event to ask what brought them to the event. Profit and or loss will also give us an indication as to the effectiveness of our added advertising. We do get great feedback from our local businesses as to the events effect on them as well as being able to check plates at events to see the locations of our guests. All of this gives us a snapshot of our ad value.</p>	\$5,000.00	No
			<p>We would like to use \$5,000.00 to print a new Miles City Guide. We</p>	<p>I have no data to prove that this is a</p>		<p>Our intent is to print a piece</p>		

Consumer	Printed Material	Yes	have not printed a guide in several years that is specific to just Miles City. We have printed brochures for specific entities in Miles City but not one that is all encompassing. It will be full color with a city map included.	good idea other than the fact that most every other town has one and the one we had before is now gone. We get several calls for such a document so I feel it would be a good investment and serve a purpose.	We no longer have a current lure piece for Miles City and a reprint would not be effective so we would like to print a new up to date guide.	that will help plan a stay in Miles City as well as prove to be a piece of value for people that are already here. If we can accomplish that it will prove it's worth.		\$5,000.00	No	
Marketing Support	Administration							\$6,600.00	No	
Marketing Support	Opportunity Marketing							\$3,000.00	No	
Marketing Support	Cooperative Marketing							\$4,400.00	No	
Marketing Support	Joint Ventures							\$1,000.00	No	
Marketing Support	TAC/Governor's Conference meetings							\$3,000.00	No	
								<b>\$45,000.00</b>		

**Marketing Method Budget**

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Radio & Television Advertising	\$17,000.00	\$0.00
Consumer	Print Advertising	\$5,000.00	\$0.00
Consumer	Printed Material	\$5,000.00	\$0.00
		<b>\$27,000.00</b>	<b>\$0.00</b>
Marketing Support	Administration	\$6,600.00	\$0.00
Marketing Support	Opportunity Marketing	\$3,000.00	\$0.00
Marketing Support	Cooperative Marketing	\$4,400.00	\$0.00
Marketing Support	Joint Ventures	\$1,000.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$3,000.00	\$0.00
		<b>\$18,000.00</b>	<b>\$0.00</b>
		<b>\$45,000.00</b>	<b>\$0.00</b>

**Miscellaneous Attachments**

File Name	Description	File Size
<a href="#">Book1.xlsx (20 KB)</a>	pie chart	20 KB

### Region/CVB Required Documents

File Name	Description	File Size
<a href="#">Marketing Plan Compliance019.pdf (222 KB)</a>	Three required forms	222 KB

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