


[Menu](#) | [Help](#) | [Log Out](#)
[Back](#) | [Print](#) | [Add](#) | [Delete](#) | [Edit](#) | [Save](#)
**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 **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.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**
[Map](#) | [Print to PDF](#) | [Negotiation](#) | [Annotations\(0\)](#) | [Versions](#) | [Feedback](#) | [Withdraw](#)
**15254 - FY15 Region/CVB Marketing Plan - Final**
**16898 - FY15 Sidney CVB Marketing Plan**  
**DOC Office of Tourism**
**Status:** Under Review

**Original Submitted Date:** 05/07/2014 3:17 PM

**Last Submitted Date:** 05/16/2014 3:02 PM
**Applicant Information****Primary Contact:**
**Name:\*** Ms. LaVanchie Starkey  
Salutation First Name Middle Name Last Name
**Title:**
**Email:\*** [schamber2@middrivers.com](mailto:schamber2@middrivers.com)
**Alternate Email**
**Address:\*** 909 S Central Ave

**\*** Sidney Montana 59270  
City State/Province Postal Code/Zip
**Phone:\*** 406-433-1916  
Phone Ext.  
 ###-###-####
**Alternate Phone**
**Fax:** 406-433-1127
**Organization Information**
**Name:\*** Sidney Chamber of Commerce, Inc

**Organization Type:** Non-Profit Organization

**Organization Website:** www.sidneymt.com

**Address:\*** 909 S central Ave

*	Sidney City	Montana State/Province	59270 Postal Code/Zip
Phone:*	406-433-1916		
Ext.			
Alternate Phone			
Fax:	406-433-1127		
Email address	<a href="mailto:schamber2@midrivers.com">schamber2@midrivers.com</a>		
Alternate Email	<a href="mailto:schamber2@midrivers.com">schamber2@midrivers.com</a>		

## 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?*

### Identity

Sidney Montana sits less than 10 miles west of the North Dakota border and stretches along the Yellowstone River, and just minutes away from the badlands of the Dakotas. Its big skies and rich beautiful open country makes Sidney the Sunrise City. Sidney is the gateway to Makoshika State Park, Roosevelt National Park, Fort Peck Reservoir, Charles M. Russell Wildlife Refuge, Confluence of the Missouri, and the Fort Buford Historic Site. Sidney offers many treasures for all visitors and locals alike, whether you are looking to enjoy a wine tasting at the Rolling Hills Winery just down the road in Culbertson, visit fossil preparation labs along the Montana's Dinosaur Trail, see a unique story that can be told from Montana's Moss agate, or take in the sights and sounds of Sidney's wonderful events.

### Strengths

#### 1. All Roads Lead to Sidney

Central location from which to visit Makoshika State Park, Roosevelt National Park, Fort Peck Reservoir, Charles M Russell Wildlife Refuge, Confluence of the Missouri, Ft Union, and Ft Buford.

#### 2. Agricultural Heritage

Sidney is the Agri-Business hub of Eastern Montana. The rolling prairies of Richland County provide the ideal environment for small grain, cattle and sheep production. Sidney is the home for the Eastern Agriculture Research Center of the Montana State University and the Northern Plains Research Center of the USDA Agriculture Research Service. Richland County ranks top among the counties across the state in Sugar Beet, Oat, Dry Bean and Wheat production.

In addition, the Monad Heritage Center, a focal point for history and culture in the area, depicts the early agricultural life from this area.

#### 3. Yellowstone River

Sidney is located in the Lower Yellowstone River Valley which is rich in history as well as recreation, and sightseeing opportunities.

#### 4. Festivals and Events

Sidney has many festivals and events that take place year-round. Some of these events include MonDak Ag Days, Richland County Fair and Rodeo, Sunrise Festival of the Arts, Celebrating Chocolate, Tractor Pull, Demolition Derby, Wine and Food Festival, Bakken Brew Fest, and the Christmas Stroll and Parade of Lights.

A new event center at the Richland Co. Fairgrounds has a total of 20,000 square feet, is staffed full-time and can be used for large regional meetings as well as events.

The Sidney Country Club is the only 18-hole golf course east of Billings in Montana.

#### 5. Montana High Plains

As part of the High Plains experience, visitors to Sidney have the advantage of enjoying the vastness and solitude of Eastern Montana. The expansive prairies and badlands near Sidney contribute to some of the most unspoiled nature in eastern Montana.

### Opportunities

- Effectively Brand Sidney MT with "all roads lead to Sidney"
- Educate City and County officials about the economic and social impact of tourism to Sidney.
- Promote local festivals and events
- Showcase Sidney's outdoor recreation and hunting opportunities
- Encourage more North Dakota residents and energy workers ( Bakken Oil Fields) to visit Sidney
- Promote a positive visitor experience

## Potential Challenges

### 1. Sidney Area is not considered a tourism attraction

Currently Sidney is viewed as a bit out of the way, and not considered a tourism destination. As a new Convention and Visitor Bureau, there is an opportunity to educate local residents and City Officials on the benefits of the tourism industry. This will take time, as the current focus for most is the current oil boom.

### 2. Poor Public Perception

Due to the recent activity in the Bakken Oil fields, Sidney is known as a location with no available hotel rooms, lack of needed infrastructure and busy streets and highways. There have been changes over the last two years to address the issues, now we will need to get the word out.

### 3. Public Access

The lack of access and identification of public land creates recreation challenges for visitors and new residents to the area.

### 4. Research

There is very little tourism research about Sidney or the surrounding area.

#### Measurable Objectives

- Record attendance at all events
- Increase attendance to local events by 5% (for those events that have attendance records)
- Track positive publicity in key markets- Press Release prints etc.
  - Highlight outdoor recreation, festivals and hunting opportunities in all advertising
  - Increase bed tax collections by 5% over collections in 2014

[Optional: Include attachments here](#)

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

Our inspiration will come from the rebranding of Sidney MT as the center of activity in Eastern Montana. With the "all roads lead to Sidney" advertising angle, as well as the hub and spoke type area attraction listings, we will be able to begin that process.

Our advertising will be targeted toward special events here in Sidney - and from there we will be able to showcase our brand properly.

Our website page will contain day trip options that are created as a hub and spoke tour to view the natural attractions of our area, as well as events listings.

There are funds directed toward printing material that will reflect the same information as what is available online with our new page in cooperation with Sidney Chamber of Commerce. Special events and things to see and do in an afternoon in Sidney will be hi-lighted. With the forward momentum we can create we should be able to encourage people to stay longer and spend more time in the Sidney community.

[Optional: Include attachments here.](#)

### 3. Who is your market?

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

## Target Markets

### Geographic

Currently the target geographic market for Sidney is western North Dakota, specifically the Bakken Oil Fields. Guest Book registrations at the Sidney chamber office in 2012 showed 222 total visitors from 32 different states, 5 providences, and 2 foreign countries. The top 5 states were Minnesota (7.2%), North Dakota (6.7%), Washington (7.2%), Idaho (7.2%), and California (6.3%). Institute for Tourism and Recreational Research (ITRR) show visitors to Missouri River Country visited from **Minnesota, Washington, California**, Pennsylvania, Wisconsin, Wyoming, Michigan, **North Dakota** and Manitoba, Alberta and Saskatchewan, Canada.

## Demographic

### Energy and Oil Field workers

Male and female, 20-50 years of age, typical income level \$80,000+, they come from all over the world to work in the oil fields, they work long shifts and are looking for ways to relax on their days off.

### Hunters & Fishers

Heavily skewed male audience, typical income level of \$35,000+; census statistics suggest about 16% of the general US population age 16 and older fishes, while 6% hunt.

### History & Culture Buffs

Adults 35+, traveling with or without children, household income of \$60,000+; These travelers are interested in a variety of history, arts and culture and are likely to visit a historical site during their vacation.

### Couples

Adults 30+ years of age without children. They have a household income of 40,000+, interested in history/culture/arts, museums, soft adventure, wildlife viewing/bird watching, dinosaurs, events, scenic attractions.

### Traditional Family Travelers

Adults 35+ years of age, with or without children. They have a household income of \$60,000+. These travelers participate in scenic driving, nature photography, camping/hiking, museums and wildlife viewing/bird watching and dinosaurs. They are interested in creating a relaxing and memorable experience together.

### Outdoor Enthusiasts

Adults 35-54 years of age who are traveling with or without children. They have a household income of \$40,000+. They enjoy participating in outdoor activities such as camping, hiking, biking, fishing, hunting, birding, dinosaurs, ATV's, motorcycles, and water recreation.

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

no existing research in this area

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

no existing research in this area

**Optional: Include attachment here.**

## **4. Overall Goals**

### **Goals**

- Effectively Brand Sidney MT with "all roads lead to Sidney"
- Educate City and County officials about the economic and social impact of tourism to Sidney.
- Promote local festivals and events
- Showcase Sidney's outdoor recreation and hunting opportunities
- Encourage more North Dakota residents and energy workers ( Bakken Oil Fields) to visit Sidney
- Promote a positive visitor experience

### **Measurable Objectives**

- Record attendance at all events
- Increase attendance to local events by 5% (for those events that have attendance records)
- Track positive publicity in key markets- Press Pelease prints etc
- Highlight outdoor recreation, festivals and hunting opportunities in all advertising
- Increase bed tax collextions by 5% over collections in 2014

Optional: Include attachments here.

**5. Cooperative Opportunities**

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

Work with the MTOT create a positive image of Sidney MT. Advertising opportunities with MTOT to be determined.

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

Missouri River Country - possible regional brochure

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

New CVB - we have not participated in the past

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
Consumer	Print Advertising	No	Mondak Territory Museum Guide Sidney MT Ad - \$900.00 Sidney Visitor & Relocation Guide - \$1200.00 Missouri River Country Ad - \$1000.00 Montana Magazine - \$900.00	Mondak Territory Museum Guide is a complimentary publication that showcases the museums highlights Sidney Visitor & Relocation Guide is a fulfillment piece for the inquiring visitor. Missouri River Country publication is the guide for our region. Montana Magazine is a subscription magazine targeted to individuals that wish to learn about the area.	All publications have a sufficient circulation to increase awareness of the attractions in our area.	Measures of increased weekend occupancy.		\$4,000.00	No	
			Sidney Brochure - Rack style	None available in the area.	This will be a more visable piece than the visitors and relocation guide.	Measure of webpage visits to CVB page, and measure of	no available data at this			

Consumer	Printed Material	No	brochure		We will be able to place this in area hotels, rest areas etc.	leisure travel into Sidney as well as event traffic.	time	\$5,000.00	No	
Consumer	Radio & Television Advertising	No	Event Specific Radio and TV advertising in the western North Dakota Market.	None available at this time	To draw additional visitors into Sidney for specific events	no available data at this time		\$5,000.00	No	
Events	Print Advertising	No	Events to include Richland County Fair & Rodeo Sunrise Festival of Arts Bakken Brew Fest Wine & Food Festival PBR Christmas Stroll	We do have existing numbers from previous years for most events.	Event specific marketing will be very effective toward our goals. When we get people here for one thing, they will discover the area and additional attractions.	Event attendance will be a great tool to measure success.		\$10,000.00	No	
Marketing Support	Administration	No						\$8,741.00	No	
Marketing Support	Partner Support	Yes	Convention or Event Subsidies to increase visability of Sidney MT to planners	none available at this time	If we can assist events in the Sidney area we will be able to have more events for a busier tourism atmosphere.	Monitor new successful events for attendance.		\$2,000.00	No	
Marketing Support	Joint Ventures	Yes	Cooperative marketing for regional gain - Missouri River Country and MTOT	none available at this time	We can have more impact with less dollars by partnering with both Missouri River Country and MTOT	no measurable data available		\$2,198.00	No	
Marketing Support	Opportunity Marketing	No	to be prepared for additional opportunities as they arise.	none available at this time	There are always oportunities that arise short term	no available measurable data at this time		\$5,270.00	No	
Marketing Support	Digital Asset Management/Aquisition	Yes	Increase Available photo library for Sidney MT	none available at this time	To be able to use better artwork for other marketing opportunities	track how much this is used		\$1,500.00	No	
Marketing Support	Website/Internet Development/Updates	No	With the scheduled revamp of the Sidney Chamber of Commerce website, we will have a page dedicated to	Page visits will be available for future years marketing plans	Provide an online resource for potential visitors, as well as a place to direct people to with print advertising.	Page visits will be available for future years marketing plans and to track sucess of existing		\$2,000.00	No	

			the Sidney CVB.			marketing.				
Marketing Support	TAC/Governor's Conference meetings	No						\$5,000.00	No	
Marketing Support	VIC Funding/Staffing/Signage	Yes	Visitor Center Signage	none available	To be able to draw more attention to the Sidney Visitors Center - a great resource for inbound travelers for attraction information	no measurable data available		\$2,000.00	No	
								<b>\$52,709.00</b>		

**Marketing Method Budget**

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Print Advertising	\$4,000.00	\$0.00
Consumer	Printed Material	\$5,000.00	\$0.00
Consumer	Radio & Television Advertising	\$5,000.00	\$0.00
		<b>\$14,000.00</b>	<b>\$0.00</b>
Group Marketing	Printed Material	\$10,000.00	\$0.00
		<b>\$10,000.00</b>	<b>\$0.00</b>
Marketing Support	Administration	\$8,741.00	\$0.00
Marketing Support	Partner Support	\$2,000.00	\$0.00
Marketing Support	Joint Ventures	\$2,198.00	\$0.00
Marketing Support	Opportunity Marketing	\$5,270.00	\$0.00
Marketing Support	Digital Asset Management/Aquisition	\$1,500.00	\$0.00
Marketing Support	Website/Internet Development/Updates	\$2,000.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$5,000.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$2,000.00	\$0.00
		<b>\$28,709.00</b>	<b>\$0.00</b>
		<b>\$52,709.00</b>	<b>\$0.00</b>

**Miscellaneous Attachments**

File Name	Description	File Size
<a href="#">Pie Chart.pdf (22 KB)</a>	marketing plan pie chart	22 KB

**Region/CVB Required Documents**

File Name	Description	File Size
<a href="#">Document - Application for Tax Revenue- Created May 16, 2014.pdf (85 KB)</a>	Application for Lodging Tax Revenue	85 KB
<a href="#">Document - Certificate of Compliance - Created May 16, 2014.pdf (126 KB)</a>	Applicants Certificate of Compliance FY15	126 KB
<a href="#">Document - Pledge of Understanding - Created May 16, 2014.pdf (86 KB)</a>	Pledge of Understanding and Compliance	86 KB
<a href="#">Res 3611.pdf (393 KB)</a>	Resolution	393 KB

[Return to Top](#)



[Contact Us](#)

*Dulles Technology Partners Inc.*  
© 2001-2012 Dulles Technology Partners  
Inc.  
*WebGrants 3.1 - All Rights Reserved.*