



Grant Details

68892 - FY19 Region/CVB Marketing Plan

72779 - FY19 Sidney CVB Marketing Plan

DOC Office of Tourism

Grant Title:	FY19 Sidney CVB Marketing Plan		
Grant Number:	19-51-026A		
Grant Status:	Underway		
Comments:			
Applicant Organization:	Sidney Chamber of Commerce, Inc		
Grantee Contact:	Bill Vander Weele		
Award Year:	2018		
Program Area:	DOC Office of Tourism		
Amounts:			
Contract Dates:	Contract Sent	Contract Received	Contract Executed
Project Dates:	06/20/2018 Proposal Date	07/01/2018 Project Start	06/30/2020 Project End
Grant Administrator:	Barb Sanem		
Contract Number	19-51-026A		
Award Year	2018		
Contract Dates			

Contract Sent	Contract Received	Contract Executed	Contract Legal
Project Dates	07/01/2018	06/30/2020	
Project Start	Project End		
Comments			
Amendment Comments			

Community & Brand Support

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?

Welcome to Sidney, Montana, an authentically unspoiled and captivating Eastern Montana community set against a backdrop of rugged badlands and the fertile valley of the lower Yellowstone River. Sidney and the surrounding area is rich in history, adventure, and agriculture. Nicknamed the Sunrise City, spectacular sunrises abound while at night the big skies sparkle with the stars of distant galaxies leaving visitors with a breathtaking experience.

Montana is the Treasure State, and the Sidney area has a wealth of fine agates for those who know what to look for and where to look. There are several agate-producing sites along the gravel banks of the Yellowstone River near Sidney. Some sites may be picked over by late summer; rock hounds should get started as soon as the river drops. Montana's treasured dinosaurs, such as Tyrannosaurus Rex and Triceratops, are on display in museums around the world, and Sidney is a central location for families to spend a night while traveling along the Montana Dinosaur Trail.

Acre for acre, there are few places in the nation that can boast the abundance of wildlife found in the Sidney area. The number of wild species that thrive in the area is as varied as the diverse types of terrain they inhabit. Prevalent along the Yellowstone and Missouri River bottoms are the white-tailed deer, whose numbers will astound the visitor. Much harder to spot than the relatively tame whitetails, mule deer stick to the thick patches of brush in the coulees during the days, only emerging onto the open plains to feed in the early morning or hours before dark. Although not as numerous as during late 1800s and early 1900s, the sight of pronghorn, commonly called antelope feeding in the pastures alongside cattle is not rare. The bird watcher will no doubt be able to fill up his or her notebook during the summer months, with sightings ranging from Redwing Blackbirds to the rare Golden Bullfinch, Bald Eagle, and White Pelican.

Visitors following a trail of adventure will find opportunities to learn more about the people who lived and traded in the lower Yellowstone River Valley with visits to Fort Union, Fort Buford, MonDak Heritage Center, and the Confluence Center. Fort Union was the most important fur company post on the Upper Missouri River, and hosted artists and scientists who inspired the national park idea as early as 1832, discovered new species of birds and mammals, and described the geologic formations now called the Fort Union Formation. Fort Buford was the military post where Sitting Bull "surrendered" in 1881. Fort Buford and Confluence Center are

located at the confluence of the Missouri and Yellowstone Rivers, the only juncture of a major US river that does not have a town or city. The well-marked Lewis and Clark National Historic Trail follows the Yellowstone River north through Richland County and into North Dakota. The intrepid history buff can even locate campsites of Lewis and Clark and the Corps of Discovery near Sidney.

After a day of exploring the unspoiled badlands, hunting for a trophy buck, or touring the bridges and museums of the area, Sidney new and brand name hotels have over 600 rooms to accommodate families, couples, and solo travelers. Camping options for those seeking the comfort of their well-appointed RV or solace of a snug tent exist within 15 miles of Sidney. Local dining options invite travelers to enjoy locally-crafted beer and food pairings from the brewery and public house to fresh sushi and mouth-watering steak. The genuine hospitality of Sidney welcomes all travelers.

The primary marketing objective of the Sidney CVB is to increase visitation to Sidney and charming communities in the surrounding area. First, the Sidney CVB board will work to identify opportunities to promote Sidney. This includes a scan of travel websites, blogs, brochures and print material to assess current listings and identify gaps in information. Next, the Sidney CVB will submit content to relevant websites, update the sidneymt.com website, work with local businesses to update listings, and grow awareness of Sidney and the surrounding area with accurate and relevant information. Improving the information available on social media channels and search engines will inform potential visitors as they plan their trip to the region.

Sidney is not located on a major interstate or along Amtrak’s Empire Builder Route and we invite potential visitors to leave the well-worn path of I-94 or US 2 to explore the route less traveled. Potential visitors may view Sidney as an oil boom town with negative implications. The boom is over and Sidney offers new options for lodging, shopping, and dining as a result of the increased activity. Sidney has an opportunity to work as a community to reverse that perception and showcase 18 safe and family friendly parks, install amenities for a more walkable downtown, and promote clean and new hotel rooms.

We will reach out to families looking for a safe place to stay and budget-friendly meals, outdoor recreationists seeking unspoiled scenery while agate hunting, fishing, or hunting, and mature adults who enjoy travel on two wheels and the freedom of breathtaking and scenic backroads. We will also promote fairs, rodeos, community gatherings, and sporting events that happen in Sidney and Montana’s Missouri River communities. Institute for Tourism and Recreation Research (ITRR) data and reports will influence the Sidney CVB marketing plan development, execution and reporting. The Sidney CVB will partner with Montana’s Missouri River Country and Glendive CVB whenever possible to realize the goals of the FY19 Marketing plan and maximize the funding.

Describe your destination.

The Sidney CVB marketing plan for fiscal year 2019 builds on current and planned activities outlined in the FY18 marketing plan, including consumer printed material, wayfinding, joint ventures, social media ad agency services, and website development.

The FY19 Sidney CVB marketing plan includes curating a digital library of photos and videos to inspire a potential traveler with vivid images of badlands, meandering river banks, welcoming hometowns, authentic cowboys, and stately bridges. Printed materials, travel guides, and advertising will utilize the images to build the Sidney brand. We also plan to attend at least one travel show in South Dakota, Minnesota, or Washington to personally invite potential visitors to Sidney.

Google Analytics from the recently redesigned sidneymt.com website show that of the 6,000 visitors to the site in the past four months, 65% access the site from a mobile device. This year we plan to develop and launch a mobile application to orient a visitor to Sidney and the surrounding area. Visitors can download and use the app to identify lodging, dining, and activity options. Visitors that stop at the Sidney Visitor Information Center (VIC) can access maps of the area, Montana Highway maps, travel planners, and maps for neighboring states and Canadian provinces. We increased marketing support for digital options, such as the mobile application, based on our Google Analytics data and slightly reduced CVB funding for the VIC. Our goal is to capitalize on the strength of our digital presence. More visitors use online options to orient themselves to the community as opposed to the VIC. We will respond to potential and current visitors through their preferred method of communication: phone, mail, email, website, and in person.

The Sidney CVB website has a page devoted to facilitating travel to and from Sidney. Travelers primarily reach Sidney by personal vehicle or regional jet; however, Amtrak’s Empire Builder disembarks passengers in Williston (50 miles northeast) or Wolf Point (90 miles northwest) and Jefferson Bus Lines stops in Glendive (50 miles south). Recognizing that most of our visitors reach Sidney in a private vehicle, we will focus our marketing plan towards facilitating travel opportunities by road.

The Sidney CVB recognizes the limitations of promoting tourism in a region of Montana that is not geared towards non-resident travelers. Our FY19 marketing plan continues the work of previous plans with an emphasis on digital marketing, trade shows, and joint ventures.

Optional: Include attachments here

a. Define your target markets (demographic, geographic and psychographic).

Target Geographics

The Sidney CVB works with hotel managers to obtain traveler data and compares it to data from ITRR. From this information, we see potential marketing opportunities in Minnesota, North Dakota, South Dakota, Colorado, Washington. Saskatchewan is another market that the Sidney CVB may target, as retirees stop at the Sidney Visitor Information Center (VIC) when driving between Regina and Billings, or to Arizona for the winter. The North Dakota market continues to house oil field workers, and we will inspire them to bring their families to our area for a weekend getaway away from the fast-moving Bakken. We will create marketing material appropriate for families who will visit for a day, including access to the Montana Dinosaur Trail, agate scavenging along the Yellowstone River, and exploring Ft. Union and Ft. Buford. Minnesotans like to hunt and fish, and Sidney, Montana is only 12 hours from the Twin Cities of Minneapolis and St. Paul. We see opportunity marketing to hunters who enjoy upland game bird hunting, and anglers who fish the big water of the Yellowstone River or Fort Peck Lake. Marketing materials created for this group are relevant six months before upland game season begins and digitally placed on applicable channels. Sidney serves as an excellent basecamp for these travelers. Printed material and online information for motorcyclists created by the Sidney CVB will target South Dakota and the annual Sturgis Rally. This marketing strategy starts with printed material relevant to a biker who wants to ride the two lane blacktop and distributed to regional bike shops in North Dakota, South Dakota, and Southeast and Central Montana tourism regions.

Target Demographics

A) Hunters & Anglers: Heavily skewed male audience, typical income level of \$35,000+; census statistics suggest about 15% of the general US population age 16 and

older fishes, while 10% hunt.

B) History & Culture Buffs: Adults 35+ who are traveling with or without children, with a 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.

C) 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 safe and memorable experience together.

D) Mature Adult: 50+ years of age traveling as a couple with or without grandchildren. They have a household income of \$80,000+, retired with time to spend in Montana. Travel via motorcycle, car, or RV. According to a 2017 AARP 2017 Travel Study, “boomers” take an average of five trips per year for leisure, prefer to eat in local restaurants, and plan travel through major online sites such as Trip Advisor, Expedia, Yelp, and Google Maps. Boomers also prefer Summer and Spring travel over and Fall and Winter (AARP Travel Research: 2017 Travel trends).

E) Motorcyclists: Survey data from the Motorcycle Industry Council on motorcycle owner demographics for the 1985 to 2003 period reveals a shift towards older owners. The median age of owners increased from 27.1 years in 1985 to 41.0 years in 2003. From 1985 to 2003, the percentage of owners 40-49 years old increased from 13.2 to 27.9 percent, and the percentage of owners 50+ years old increased from 8.1 to 25.1 percent.

b. What are your emerging markets?

According to the 2018 Travel Trends report from Trip Advisor, historical and heritage touring in the US is up 98% in year over year growth based on bookings. Sidney is near two national historical sites, Ft. Union and Ft. Buford, and is located along the return route of Lewis and Clark’s Corps of Discovery. The MonDak Heritage Center, located in Sidney, has information to orient and educate a visitor.

Millennial travelers use social media as inspiration to plan their next vacation, research multiple website to find the best value, and book the travel on smart phones. Most travelers use search engines over other methods to identify and plan a trip. Sidney CVB used money in previous years to upgrade sidneymt.com to make it user friendly and optimized for mobile devices. In FY19 the Sidney CVB will capitalize on the new website and launch a mobile application directed at visitors.

Travelers pass through Sidney on the way to Western Montana, Fort Peck Lake, Canada, or other destination. Geotargeting travelers stopping at a gas station or grocery store is an opportunity to promote the area and plan an overnight stay in Sidney. Sidney has affordable hotel rates and restaurants open in the evenings making it the perfect stopping point for those on the dinosaur trail, micro-brew trail or on their way to the state parks.

Optional: Include attachments here.

c. What research supports your target marketing?

Research Supporting Target Markets

- ITRR non-resident surveys and annual reports.
- Sidney Visitor Information Center: visitor log book, phone calls, visitor packages
- Sidneymt.com web traffic
- Data collected by Sidney hotels, MonDak Heritage Center, Ft. Union

Showcase Sidney’s attributes by marketing a positive image consistent with a long-term vision of being an event destination, and vacationing gateway/hub.

- Effectively brand Sidney as a place to explore history and adventure
- 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
- Invite visitors from Canada, North Dakota, South Dakota, and Minnesota
- Promote a positive visitor experience
- Partner with event managers to promote events using out-of-home advertising
- Encourage area businesses to create a listing on visitmt.com, Trip Advisor, Yelp, etc.

Implement effective marketing program

- Newly updated website and curate positive image on social media
- Joint Ventures with Montana’s Missouri River Country and Glendive CVB
- Marketing options with MTOTBD
- Mobile application for visitors in addition to welcome bags

Data Collection

- Track publicity in key markets- press release prints, television, etc.
- Website & social media traffic
- ITRR data

Increase Revenue

- In FY18, Sidney CVB increased social media marketing efforts for community events and festivals and noticed small increases in attendance at the July 2017

Sunrise Festival of the Arts and 2018 Bakken Brewfest. In FY19 we will continue marketing events and festivals in traditional outlets and increase our marketing on social media channels

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

We are interested in Press and Familiarization (FAM) trips, Influencers, and opportunities to purchase content for our online presence.

Optional: Include attachment here.

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

- Joint Venture with Montana’s Missouri River Country for trade show cost sharing.
- Joint Venture with Glendive CVB for Consumer Print and Consumer Event
- Joint Venture with Glendive CVB for Marketing Support Billboards/Out of Home
- Joint Venture with Montana’s Missouri River Country for Consumer Travel Guide
- Partner with MonDak Heritage Center for Marketing Support Wayfinding

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

- Partnered with Montana’s Missouri River Country to share a booth and travel costs at the Northwest Sportsman show in Minneapolis, March 2018. This was successful, we gave travel materials to 1,116 parties and we were able to reduce the costs by driving together and sharing mileage.
- Partnered with Glendive CVB for print ads in the Cape Air “Bird’s Eye View” magazine. This is a recent joint venture and the ad is featured in the May/June magazine. The director of the Glendive CVB and the director of the Sidney CVB created, edited, and submitted the ad in a three-day time period, demonstrating a strong working relationship and successful outcome. The Glendive CVB and Sidney CVB plan three more ads in Birds Eye View in FY19.
- In May 2018, Jason Mitchell will come to Sidney to film an episode of the Jason Mitchell Outdoors show, featuring Paddlefish in the Lower Yellowstone. This is a joint venture with Montana’s Missouri River Country. Jason will spend three days in Sidney and three days at Fort Peck. The cost is split between Sidney CVB and Montana’s Missouri River Country. We anticipate a successful outcome that we will report in a future quarterly report.

Optional: Include attachments here.

Optional: Include attachments here. Consumer Event Cape Air Brids Eye View.pdf

Optional: Include attachment here:

Marketing Segment, Method & Budget

Marketing Segment	Marketing Method	Describe your method.	Provide supporting research/statistics.	How do you plan to measure success?	Provide a brief rationale for this method.	Estimated budget for method.	Marketing Method Evaluation	Add'l Attchmnt
Consumer	Travel/Trade Shows	Travel to at least two travel conventions or shows annually. Booth fee, trade show costs, electricity, tables, mileage, hotel, meals at the Montana approved rate.	Supported by ITRR and anecdotal evidence from Montana’s Missouri River Country.	Count number of people that visit the trade show booth, count the number of visitor guides/travel planners distributed, and count the number of promotional items given away. Compare these counts to total attendance as recorded by show	Promoting Sidney and the area at a trade show is an effecient use of funding, espeically if we partner with a CVB or Tourism region. The FY19 plan is to attend trade and travel shows as a joint venture. The budget here includes \$100 from FY 19 projected collections and \$700 carry	\$6,000.00	Yes, this was successful. We feel that attending trade shows in the future would be beneficial. Attended the 2019 Black Hills Sports Show in Rapid City, SD, in early February. Shared booth fees with Missouri River Country. We had 628 parties (individuals, families, couples all	

				organizers. Record website traffic after each show to see if people use the website to learn more or plan travel to Sidney.	forward from FY18 is to hold a place in the budget if we need to go to a show without a partner. We will work with MOTBD if we need to adjust this line item to accomodate travel to a show.		counted as one party) stop at our booth and take information about Sidney and Missouri River Country. Total attendance at the show was: 12,000 individuals.	
Consumer	Website/Internet Development/Updates	Sidney Area Chamber of Commerce and Agriculture (SACCA) began an aggressive social media campaign in early 2017 and unveiled a new logo and website in late 2017. A mobile application or enhanced web pages to promote and highlight things to do in Sidney is a natural extension of the sidneymt.com website and social media presence. SACCA will identify at least two companies that do mobile applications or website development and work with those companies to select the best developer for a Visit Sidney type mobile application or visitor specific webpages. The budgeted amount includes content development, updates, hosting, management, and fees.	60% of the traffic to sidneymt.com is from a mobile device. Almost all travelers have a mobile device and they use that device to book their travel. According to ITRR, 12% of 2017 nonresident visitors to Montana's Missouri River Country used a mobile application to plan their trip, and 10% used a mobile application during their trip. These numbers may increase if Sidney creates a mobile application or mobile friendly webpage for potential visitors.	Once the mobile application or visitor specific webpage is live, the number of downloads or clicks.	Sidney hosts tournaments, conferences, and conventions. SACCA currently puts together physical welcome packages for visitors. These packets are often thrown away or lost, wasting the resources of our businesses and hosts. A mobile application or webpage with coupons, maps, activities, and lodging information is a better way to get information to visitors without wasting resources.	\$4,000.00	Our website continues to attract more and more viewers of people interested in coming to our area. The amount of users is now more than 65,000. Our digital campaigns have been very successful in reaching potential visitors. The campaign was successful as the route is certainly the way to continue to go.	
Consumer	Printed Material	<p>The Sidney Area Chamber of Commerce and Agriculture (SACCA), operating the Sidney CVB/VIC, will host an AmeriCorps team member or intern for three - four months. If SACCA uses an AmeriCorps member, they will be one of twelve members from the Richland County Health Department Communities in Action Corps. If SACCA uses an intern, they will be selected through a formal hiring process. The AmeriCorps member or intern selected to serve with the Sidney CVB/VIC is responsible for collecting information related to recreation leisure time activities in Sidney and Richland County. The chosen intern or Corps member will curate the information into a product that will be used by visitors to Sidney and the surrounding area, as well as residents of Richland County. Visitors to the Sidney VIC often ask about recreation or leisure activities in the area, including boating, camping, geocaching, walking, dog parks, hunting, and fishing. A comprehensive recreation or leisure activity guide does not exist. The Corps member or Intern serving with the VIC will create a paper version of the guide in addition to an electronic version. (This approved in FY18 Marketing Plan - carried forward into FY 19 marketing plan)</p> <p>Sidney Area Chamber of Commerce and Agriculture (SACCA) will print brochures, rack cards, flyers, and area maps highlighting recreational and visitor attractions such as a calendar of events, agate hunting, Lewis and Clark</p>	The Sidney VIC distributes over 600 visitor guides annually to visitors choosing to visit and stay overnight in Sidney for a vacation, event, tournament, or recreation opportunity. The visitor guides go into tournament bags, brochure racks at partner organization locations, and distributed to convention guests	The SACCA will count the number of distribution locations and the volume of information distributed per location. The SACCA will enter this information into a database that will inform future marketing plans. SACCA staff track all contacts to the VIC.	SACCA continues to see a benefit to printed materials. Internet service is not reliable throughout the area, and printed material, such as guides and maps, give travelers a resource that is always available. In FY18 235 individuals or groups visited, emailed, or called SACCA requesting travel information. A visitor to the VIC obtained at least one travel planner or Montana highway map, and we responded to 50 requests for	\$6,403.00	The plan was successful as visitors expressed their appreciation for the printed items. Hotel managers said the motorcycle touring brochures were taken very quickly at their establishments. That brochure along with the publication regarding dinosaurs needed to be re-printed because of high demand. These should be done in	

		<p>trail, river access, lodging and dining options, hunting, fishing, birding, motorcycle touring, and dinosaurs. We will do co-op marketing projects with communities that do not have a CVB and would like to print a brochure/rack card for their community. This information will be specific to the greater Sidney area.</p> <p>These brochures will be distributed at the Sidney Visitor Information Center (VIC), area Chambers of Commerce, trade shows, hotels, and welcome bags for conferences/conventions/tournaments.</p>			<p>mailed visitor packets. We will use funds from FY18 in addition to projected FY19 collections.</p>		<p>future.</p>	
Consumer	Travel Guide	<p>Sidney Area Chamber of Commerce and Agriculture (SACCA) will invest in "Discovering the MonDak" and "Richland County Visitors Guide" to provide additional information on recreation and visitor information in the Sidney area. These publications are overall area travel guides and are distributed regionally, nationally, at trade shows, in visitor packets, and sent out as requested. SACCA purchases advertising in the two publications to highlight the annual calendar of events in the Sidney Area. SACCA also submits content for the publications related to the annual Sunrise Festival of the Arts and Bakken Brew Fest</p>	<p>Data from ITRR shows that in 2017, 10% of travelers to Montana's Missouri River Country used a local Montana Community travel guide to plan their travel, and 5% used the guide during their trip.</p>	<p>The SACCA will count the number of distribution locations and the volume of information distributed per location. The SACCA will enter this information into a database that will inform future marketing plans.</p>	<p>A regional travel guide is a reliable source of information for travelers staying a night or a week in Sidney. SACCA distributed visitor packets in 2016, 2017, 2018, 2019 and 2020 to teams staying in Sidney for tournaments, conference attendees, and travelers. The Roundup distributed "Discovering the MonDak" guides regionally in 2018. Sidney CVB distributed 120 Discovering the MonDak and 60 Richland County Visitor Guides at the NW Sportsman Show in Minneapolis in March 2018.</p>	<p>\$3,000.00</p>	<p>The visitors guide done through the Sidney Herald reaches 5,000 people and is located at many area tourism sites. The Roundup's visitors guide reaches more than 10,000 people and can be found at area museums and stops. The campaign was extremely success because people grab the free publications in order to find out what to do once they reach our area.</p>	
Events	Social Media	<p>Through the Sidney Chamber's Facebook page, instagram and twitter accounts, we will share and promote local events, attractions, and area information about Sidney to an audience more than 125 miles away. We will also promote regional events and attractions, including The Montana Dinosaur Trail, Ale Trail, Ft. Union Rendezvous, BBQ in the Badlands, and Richland County Fair and Rodeo. We will purchase an annual subscription to Adobe Illustrator to create relevant visual content and maintain a welcoming and professional online presence. We will "boost" posts that advertise an event that may create an overnight stay in Sidney for a participant. FY 19 projected collections and FY18 carry forward are included in the budgeted amount of \$1,150</p>	<p>From April 2017 to May 2018 the Sidney Chamber Facebook page "likes" increased by 70% and followers increased by 76%. Our social media channels are a way to share information beyond Sidney. According to 2017 data from ITRR, 7% of visitors to Montana's Missouri River Country used social media to plan their trip and 8% used social media as a source of information during their trip.</p>	<p>Number of likes and shares when promoting an event or activity on the Sidney Chamber Facebook Page. Track web traffic between sidenymt.com and social media sites. Mark percent increase or decrease in traffic before and after an event.</p>	<p>More and more consumers are utilizing the web and social media to get information about an area. We will continue work to create a positive social media presence for the Sidney CVB.</p>	<p>\$1,150.00</p>	<p>We received excellent feedback with our Facebook ads. The Sunrise Festival of the Arts campaign with more than 134,000 impressions. Ag Days' promotion included more than 200,000 impressions. These ads targeted specific demographics and should be continued if possible in the future.</p>	
					<p>Print advertising for events continues to be effective in Sidney. We will continue to</p>			

Events	Print Advertising	Sidney Area Chamber of Commerce and Agriculture (SACCA) will continue magazine and newspaper ad placement as a method of promoting Sidney events in regional and national publications read by travelers that match our target audiences and markets. The FY19 projected collections and FY18 remaining budget are combined for a total of \$3,850 to be spent in FY19 on print advertising for Sidney Area events.	According to the American Marketing Association, print advertising establishes brand awareness and value, has a longer shelf life than digital ads, and communicates broadly to a targeted audience.	We wil measure success by the readership of the publication where we place printed ads.	create attractive events ads and reach our target markets to attract the potential visitor that plans a trip to or through the Sidney area. The Sidney Chamber has a strong online presence and will utilize print outlets - newspaper, magazine - to remind potential attendees of the information the saw online. Nationally, digital marketing outpaces printed advertising as more and more companies use digital strategies. SACCA will purchase print advertising in markets with a strong readership that matches our target demographics.	\$5,350.00	Ads for Ag Days included with the Ag Roundp that covers a great deal of Eastern Montana and Western Montana. The Billings Gazette has a circulation of about 40,000. The project wasn't successful. We were disappointed though that turnout didn't increase for the event.	
Events	Radio & Television Advertising	The Sidney Area Chamber of Commerce and Agriculture (SACCA) will identify radio and TV advertising opportunities for special events in our area that could result in an overnight stay. SACCA will advertise for the annual Bakken Brew Fest and Sunrise Festival of the Arts becasue those events have componets that would entice a visitor to stay. SACCA will advertise events in markets at least 120 miles away from Sidney, including Miles City, Glasgow, Minot, and Bismarck.	Chamber data collected identified that advertisements on regional and national radio/TV placements increased inquiries and attendance at specialty events from previous years.	SACCA continues to see a benefit in advertising on the radio and TV. These specialty events need to be advertised in order for people to know they are happening. All advertising is done outside the area to attract people coming from a distance in order to increase the night stays. After a big event, SACCA staff will contact hotels for counts of bed nights associated with the event. SACCA will also request broadcast maps and an audit of the advertising.	The Sidney area offers several events throughout the year, attracting visitors from our many target areas. Radio advertising has been the most effective in North Dakota, Billings and in Eastern Montana markets. Although we offer the information on our website and social media, many attendees have reported that the radio advertising was their first source of information.	\$2,314.00	The radio advertising included campaigns with KEYZ radio in eastern Montana and western Montana, along with a radio station in Plentywood during basketball tournaments. We felt that the ads reached our intended audience. But the method wasn't successful in attracting very many new people to the event.	
Marketing Support	Administration	20% of the FY19 funds will be allocated for administrative purposes. The projected funding for FY19 is \$17,500, so \$3500 has been allocated.				\$3,500.00	Having administrative officials was a positive. Because of that, plans could be made for our wayfinding project as well as planning advertising to bring visitors to our area. The administrative position took part in both the local CVB Task Force and	

							Missouri River Country. Through these meetings, tourism plans took shape including successfully applying for grants.	
Marketing Support	Joint Ventures	Sidney Area Chamber of Commerce and Agriculture (SACCA) will partner with Glendive CVB and Montana's Missouri River Country to achieve a larger reach with our limited resources. Joint Venture projects for FY19 may include sharing a booth, mileage, and marketing at a travel/trade show, sharing costs for an advertisement in a national publication, or sharing costs to create and publish a regional driving map. Budget includes FY18 allocation from prior committed projects and FY 19 projected collections	When organizations partner to attract visitors to a region, they are 100% more successful than organizations who work in silos.	We will measure success by the number of projects we do together and the reach of those projects, including number of contacts at a trade show, distribution of print ad, website hits, etc.	Budgets for Sidney CVB, Glendive CVB and Montana's Missouri River Country are smaller than budgets for larger tourism regions and CVBs because we have fewer hotels and fewer visitors. Therefore, we can combine our resources to engage in larger marketing projects than if we work alone. Glendive and Sidney are in two different tourism regions, but are only 50 miles apart and share State Highway 16. Therefore it makes sense to partner on opportunities that bring visitors to our communities to eat, shop, and spend a night.	\$1,350.00	We did run ads with Missouri River Country and received good success. Both our hotel stays and the hotel stays throughout the region increased by advertising our hunting and fishing opportunities. The counties of Roosevelt, Sheridan and Daniels all experienced higher stays in the region. The plan was successful and we need to keep advertising in these publications.	
Marketing Support	TAC/Governor's Conference meetings	The TAC and Governor's Conference meetings are important for the CVB Director to attend to stay informed on tourism trends, updated, rules and regulations, and useful marketing tools. The Sidney CVB director will attend the TAC meetings as required in the regulations. The budgeted amount includes FY18 carry forward and FY19 projected collections		Attendance at meetings, contacts made, ideas developed.	Attending a TAC meeting increases awareness of the role of the TAC in MOTBD and helps identify contacts within MOTBD for future assistance on marketing, advertising, promoting, and executing the goals of the CVB.	\$4,000.00	The method was successful because especially with a new director, it was vital for him to attend both the Governor's Conference and TAC meeting. During these events, he was able to learn more about tourism efforts throughout the state and brainstorm ways that Sidney and Eastern Montana could benefit. It was also beneficial for him to network with other people around the state and introduce himself to these individuals.	

Marketing Support	VIC Funding/Staffing/Signage	<p>The Visitor Information Center (VIC) is located at the south end of Sidney and welcomes visitors and locals to town. The Sidney Area Chamber of Commerce and Agriculture (SACCA) maintains the VIC will continue to maintain and provide visitors with attractions, events and accommodations to extend the stay in our area.</p> <p>The Sidney VIC welcomes tourists all year long from Montana, the US, and even international travelers. Increased visibility with new signs and a digital marque may increase in-person traveler visitation to the VIC. The budget for the Sidney VIC uses FY19 projected collections and FY18 committed allocations.</p>	<p>According to ITRR, 28% of visitors to Montana's Missouri River Country in 2017 used a visitor center during their trip to assist with trip planning.</p>	<p>SACCA will record visitor requests via email and phone, track website hits on visitor information pages of the website, and maintain a visitor guest book.</p>	<p>The Sidney Visitor's Center is located at the south entrance point to Sidney, at the intersection of Lincoln Avenue and Highway 16. This spot is ideal for welcoming visitors to town and provides a convenient location for providing information. The VIC needs upgrades to exterior and interior signage to make the location more inviting. The Sidney Chamber designed a new logo that embodies the area, for use on all visitor and chamber member marketing material. The CVB would like to create two new signs for the Sidney Visitor's Center, utilizing the new logo. This high traffic spot is ideal for an upgraded marquee type sign, welcoming visitors to Sidney and promoting events, and a digital sign effectively communicates that message better than our current static display sign. The VIC also needs additional brochure holders in a variety of sizes as our inventory of maps and tourism region guides expanded to include more information from Montana's Missouri River Country and Southeast Montana. Finally, the VIC needs fresh paint and lighting to create an</p>	\$7,400.00	<p>New outside signs for the visitors center have impressed area residents and has been welcoming to visitors. In addition, the sign helps promote our brand so people are more familiar with it when they go online. Improvements to the visitors center have included lighting by our materials section and paint for both the inside and outside of the building. When we were open for business, the amount of visitors was an increase, because of the Coronavirus shutdown, our overall visiting numbers are down. The method was successful to draw positive attention to our facility.</p>	

					inviting space for visitors and partner organizations.			
Marketing Support	Digital Asset Management/Aquisition	Digital images convey the region's attributes to the viewer. The Sidney CVB needs to increase the digital image library to promote the area. The budget combines FY19 projected collections and FY 18 committed funds.	Number of clicks or views of digital images and videos when placed on website and social media sites.	We plan to grow our digital library by at least 10% from July 1, 2018 to June 30, 2019 utilizing local photographers, drone pilots, and designers. We will use FY19 allocated funds to build on the FY18 allocated funds.	<p>Pictures make an impact on the viewer. In an age of stunning digital photography on social media, websites and advertising, the Chamber needs more high quality images to promote Sidney and the surrounding area.</p> <p>Need high quality photographs of Sidney and the surrounding area for website, billboards, etc. The Sidney Chamber and CVB will work with community members to retain the services of a local drone pilot and a local landscape photographer to create a library of high resolution images and videos.</p>	\$1,370.00	The campaign was successful because the images on our website helped bring more clicks to our website. Pageviews are more than 155,708.	
Marketing Support	Opportunity Marketing	We would like to have flexibility to say yes to projects we may not know about yet.	Depends on the project.	Measuring the results depends on the opportunity.	We budgeted \$1600 in this category as a placeholder. If we need more funding, we will work with Barb Sanem to appropriately request and move money.	\$1,533.00	We didn't see any great opportunity for this category so we placed the funds on other areas.	
		Sidney Area Chamber of Commerce and Agriculture (SACCA) will build on work completed in FY18 and continue using PRIME Inc to execute digital strategies targeted at niche markets, such as motorcycle tourists, history buffs, and families traveling the Dinosaur Trail. We will use \$1,000 remaining in our FY18 budget and apply it to our FY19 budget.	60% of the traffic to sidneymt.com is from a mobile device. The Sidney Chamber social media channels experienced a 75% increase in likes and shares in a 12 month period. ITRR nonresident visitor surveys show that 12% of Montana's Missouri River Country visitors use a mobile device to find information and book	<p>We will measure success using a review google analytics every month, quarter, and year. We will compare that to previous years and quarters.</p> <p>We will measure the success of these projects by tracking our website visits and the</p>	<p>An Ad Agency, such as our current agency PRIME Inc, provides an expert review of the options for our small CVB and can assist in the development of new, creative strategies.</p> <p>Our goal is to have more visitors come to Sidney. One of the best ways is to offer an inviting</p>		The Campaign featured putting videos on both our website and our Facebook page as well as updating information on our website so that the most current information is available regarding our hotels and	

Marketing Support	Ad Agency Services	<p>The Sidney CVB is confident that by having staff personnel concentrate on approving our website, app, Facebook and other social media content that we will market Sidney as a destination that will result in more visitations to our region. We will develop new and expanded strategies to grow the website and develop content.</p>	<p>travel.</p> <p>As the population turns online or use their phones to find their destinations, it's vital to have a strong website and other social media. According to Online Travel Booking, more than 1.5 billion people book travel per year and 70 percent of that figure is done online.</p>	<p>visitation at our events, attractions and in Richland County. We need these improvements to attract more people to our area. Our goals include a 3 percent bed tax increase, 10 percent website increase and 500 more likes on social media.</p>	<p>website and also be active on social media. Our current website and app are not doing a good enough job of providing information to potential visitors. New and updated information will benefit our hotels, restaurants and many of our downtown businesses.</p>	\$10,500.00	<p>restaurants. On average, our Facebook videos are viewed by about 900 readers. We have 2,200 page likes. Our hotel stays increased by 24 percent during 2019 and we feel it's because of these marketing efforts. The method was successful because video attracts viewers more than other forms. It should be continued.</p>	
Marketing Support	Wayfinding	<p>Sidney is challenged with two state highways that cross through the city. With traffic increasing it is becoming more difficult for visitors to find their way around to our many activities and attractions. Many of our in town attractions are not visible from the main street. Wayfinding signage will allow visitors to clearly identify specific areas of interest and attractions. It is important for visitors to locate the VIC, MonDak Heritage Center, County Fair/Rodeo Grounds, historical points of interest, and the downtown district. Wayfinding signage will also assist visitors to locate the BikeWalk path and the 23 parks that are in Sidney. This budget uses FY18 committed funds.</p>	<p>Sidney would like to encourage travelers interested in history to stop in Sidney and learn more via informative wayfinding signage. ITTR studies indicate travelers interested in history are likely to stop at information signs.</p>	<p>SACCA will collect general survey information.</p> <p>Count the number of visitors stopping at points of interest through informal surveys</p>	<p>Create and install at least one wayfinding sign in Sidney to draw interest to sites of historical significance in Sidney to acknowledge past events and current context. Sidney has more than 20 parks, a museum, historic courthouse, and numerous points of interest; all invisible to a visitor driving through Sidney. Signage illuminating points of interest will encourage a traveler to stop</p>	\$3,500.00	<p>All the signs and posts have been received for wayfinding. The committee is very impressed by the work done. Because of the shutdown, the city/county is behind in their work and the signs haven't been posted yet. Planning meetings have taken place. The plan is that all the signs will be up sometime this fall. The method was successful and visitors will definitely benefit.</p>	
		<p>Partner with Glendive CVB to encourage overnight stays in eastern Montana using a billboard. Create an eye-catching wrap for a billboard placed along a major highway that is along the route to Sidney, ie US Highway 2, Interstate 94, State Highway 200, State Highway 16. Placement determined by zip code data obtained from local hotels. The budget includes design, production, installation, maintenance, fees and rental of the billboard. of wrap for the billboard. this marketing segment uses FY18 committed funds.</p> <p>The funds will also be used for the purchase of a canopy or canopies.</p>	<p>2003 ITTR study found that 5% of Missouri River Country</p>	<p>Collect hotel stay information before and after billboard installation, utilize Highway car count data.</p> <p>Canopy: We will count the number of people who seek shelter under the</p>	<p>Billboard advertising is a method to invite</p>		<p>Hotel stays decreased by 6 percent in 2018 but increased by 24 percent in 2019. Several school officials did appreciate the canopies when we held a golf tournament in</p>	

Marketing Support	Billboards/Out-of-Home	With some of our larger events (Sunrise Festival of the Arts and Ag Appreciation Golf Tournament) happening under the hot July sun of Eastern Montana, shelter is required to keep our visitors comfortable. When the Sunrise Festival was held in temperatures above 90 degrees this year, we heard many complaints about the heat and that we should even maybe consider changing the date of the traditional event. A large canopy where people can cool off would help with these concerns. The canopies could also be utilized when we hold outdoor sporting events such as high school softball tournaments, track meets and golf tournaments. It can keep some of these athletes out of the rain or wind with those weather challenges are experienced. With our branding on the canopy, visitors will surely have a positive impression about Sidney.	visitors used information from a billboard to plan their trip, 5% used a CVB or Chamber and 4% used a Missouri River Country Travel Guide. A billboard placed along a major route can influence overnight stays in Sidney and Glendive.	canopies at all the variety of events. We will also note when visitors make positive comments about having the canopies available. We will also measure success if school officials are pleased enough with us as hosts that they wish to continue coming to our locations for post-season tournaments.	travelers to stay the night in a new location. A creative and attractive billboard can influence a traveler in an area with limited cellular and data service.	\$13,450.00	Sidney. Traffic on Interstate 94 near Glendive averages about 6,500 vehicles a day. A lot of visitors saw our billboard. The method was successful because the billboards made people aware of Sidney even if they didn't decide to drive out of the way to our community.	
						\$74,820.00		

Markething Method Evaluation Attachments

- Attachment 1
- Attachment 2
- Attachment 3
- Attachment 4
- Attachment 5
- Attachment 6
- Attachment 7
- Attachment 8
- Attachment 9
- Attachment 10

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget (optional)
Consumer	Printed Material	\$8,000.00	\$0.00
Consumer	Travel Guide	\$3,000.00	\$0.00
Consumer	Travel/Trade Shows	\$6,000.00	\$0.00
Consumer	Website/Internet Development/Updates	\$6,500.00	\$0.00
		\$23,500.00	\$0.00
Events	Print Advertising	\$5,350.00	\$0.00
Events	Radio & Television Advertising	\$3,500.00	\$0.00
Events	Social Media	\$1,150.00	\$0.00
		\$10,000.00	\$0.00
Marketing Support	Digital Asset Management/Aquisition	\$3,370.00	\$0.00
Marketing Support	Administration	\$3,500.00	\$12,000.00
Marketing Support	Joint Ventures	\$3,500.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$4,000.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$8,400.00	\$5,000.00
Marketing Support	Opportunity Marketing	\$1,600.00	\$0.00
Marketing Support	Wayfinding	\$3,500.00	\$0.00
Marketing Support	Ad Agency Services	\$2,500.00	\$0.00
Marketing Support	Billboards/Out-of-Home	\$13,450.00	\$0.00

		\$43,820.00	\$17,000.00
		\$77,320.00	\$17,000.00

Miscellaneous Attachments

Description	File Name	File Size
-------------	-----------	-----------

Reg/CVB Required Documents

Description	File Name	File Size
Minutes from 5.2.18 Sidney Chamber executive board meeting approving CVB Advisory Committee FY19 Marketing Plan Budget.	05.02.18 execBoard Minutes.docx	174 KB
Applicants certificate of compliance, application for lodging tax revenue, Pledge of Understanding.	FY 19 Required Documents Signed.pdf	713 KB

