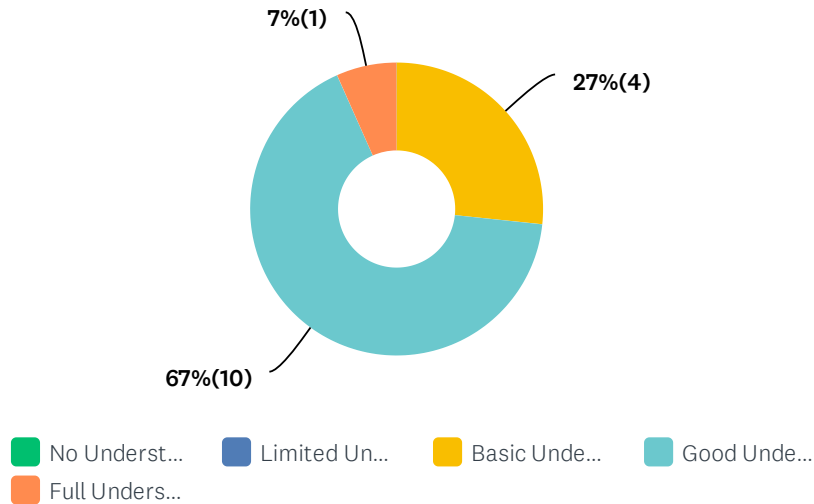


FY23 DMO Plan Survey Results

Q1 How well does your DMO understand the FY23 Rules and Procedures?

Answered: 15 Skipped: 0

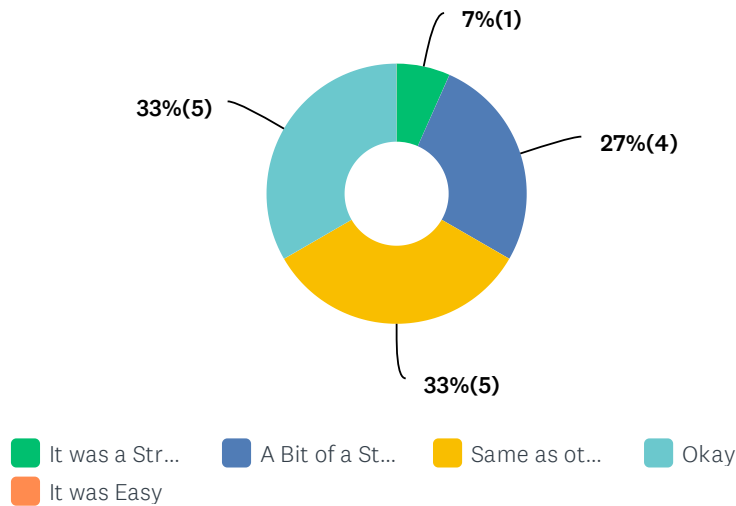


NO UNDERSTANDING (I NEED HELP)	LIMITED UNDERSTANDING	BASIC UNDERSTANDING	GOOD UNDERSTANDING	FULL UNDERSTANDING	TOTAL	WE AV
0%	0%	27%	67%	7%		
0	0	4	10	1	15	

#	COMMENTS	DATE
1	I feel these changes are more in-line with what a marketing plan should look like, allowing for flexibility and simplicity.	9/28/2022 4:05 PM
2	I've read them and have them within an arms reach of my computer. Have been confused about the approved processes and RFP language but Barb has helped a lot.	9/21/2022 8:57 AM
3	They read as more simple and clear than previous Rules and Procedures.	9/20/2022 12:26 PM
4	Still need Barb's help often with specific questions.	9/19/2022 4:27 PM

Q2 How did your FY23 Plan creation go?

Answered: 15 Skipped: 0



	IT WAS A STRUGGLE (1)	A BIT OF A STRUGGLE	SAME AS OTHER YEARS	OKAY	IT WAS EASY (5)	TOTAL	WEIGHTED AVERAGE
Level of Difficulty	7% 1	27% 4	33% 5	33% 5	0% 0	15	2.93

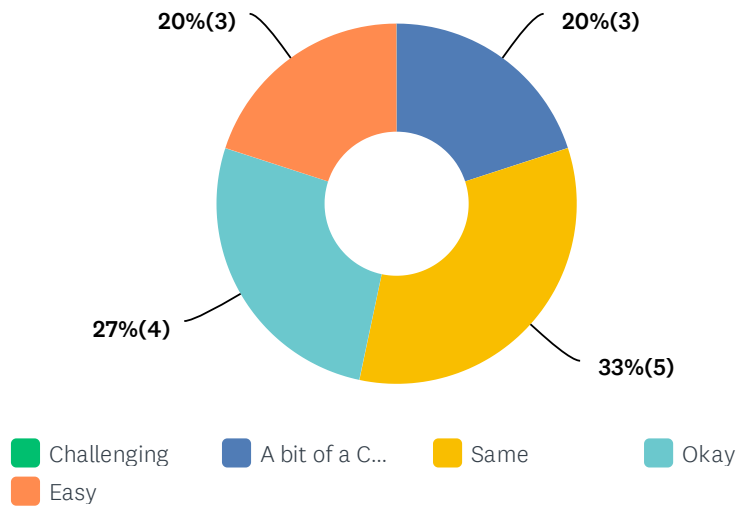
BASIC STATISTICS

Minimum 1.00	Maximum 4.00	Median 3.00	Mean 2.93	Standard Deviation 0.93
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#	COMMENTS	DATE
1	Took a bit of time to wrap my brain around the new format, etc.	9/28/2022 4:05 PM
2	Compared to other funding applications your's is fantastic.	9/21/2022 8:57 AM
3	We hired a pro to help craft the FY 23 plan so that made a huge difference. Writing a plan prioritizing data reporting helps with that process.	9/20/2022 12:26 PM
4	It ended up being okay, but it was a struggle to begin with. Hopefully next year will be easier. I still struggle with the categories.	9/19/2022 5:27 PM
5	First year was a bit confusing, next year should go better.	9/19/2022 4:27 PM

Q3 How did your FY23 Plan Data Input into WebGrants go?

Answered: 15 Skipped: 0

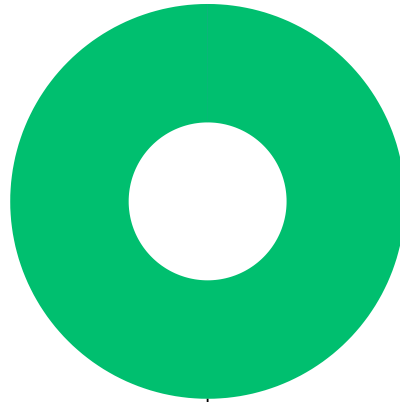


	CHALLENGING	A BIT OF A CHALLENGE	SAME	OKAY	EASY	TOTAL	WEIGHTED AVERAGE
(no label)	0% 0	20% 3	33% 5	27% 4	20% 3	15	3.47

#	COMMENTS	DATE
1	Very easy. However, the site navigation is conky and slow.	9/21/2022 8:57 AM
2	Again, we had a pro help so that was awesome!	9/20/2022 12:26 PM
3	I don't recall any issues.	9/19/2022 5:27 PM
4	Definitely more streamlined.	9/19/2022 4:30 PM
5	Inputting went well, making updates was problematic. Systematic errors.	9/19/2022 4:27 PM

Q4 Do you feel that the FY23 Plan presentation (in Lewistown) effectively communicated your Plan for TAC consideration?

Answered: 14 Skipped: 1



Yes 100% (14)

ANSWER CHOICES	SCORE	RESPONSES	
✓ Yes	1/1	100%	14
No	0/1	0%	0
TOTAL			14

#	COMMENTS	DATE
1	I have no specific thoughts on this.	9/28/2022 4:05 PM
2	I'm always interested in hearing from others what worked well for them, what didn't work versus more cookie-cutter info such as how the destination conforms with the brand.	9/28/2022 10:45 AM
3	Yes, but I felt like the TAC committee wasn't as knowledgeable on current trends and opportunities. I had some blank expressions when I explained some of our tactics.	9/21/2022 8:57 AM
4	Yes, although we were unable to attend in person so doing it via Zoom made it hard to judge if it was effectively communicated to the TAC.	9/20/2022 12:26 PM
5	8-10 minutes goes quick. It's frustrating when other DMOs are allowed to go 15+ minutes and not cover what was asked of the presentation.	9/19/2022 4:18 PM

Q5 In FY24, how would you like to present your Plan, and what content would prefer to share with the TAC for their consideration?

Answered: 12 Skipped: 3

#	RESPONSES	DATE
1	Honestly, I have not thought that far ahead. However, I feel that "wins" are important as are multi-year projects.	9/28/2022 4:05 PM
2	See above. Maybe its limited to sharing one success or challenge each and information on how the transition in to destination stewardship/development/management went during FY23 and how we see that evolving moving forward.	9/28/2022 10:45 AM
3	Due to the short time frame for presentations, I didn't feel like a good conversation was an option about how to make a better plan. In some ways, they just wanted to stamp it and say "next".	9/21/2022 8:57 AM
4	I think it would be valuable to include a brief mention of the previous years' challenges and pivots to give a more accurate impression of what DMOs do. Plans are idealized guesswork and implementing them is a constant dance of changing circumstances (maybe FY24 will be crisis-free, but increasingly DMOs are crisis response groups as much as strategic destination management) and adjusting bed tax collections/budget amounts. The content to share with the TAC would be ideally brief and simple without complex and time consuming elements, which undermine the time we have to do our work. A 20% cap on all admin costs means that the majority of mandatory meetings, regulatory oversight, reports, and presentations are unpaid time.	9/20/2022 12:26 PM
5	Since the DMOs are just regurgitating what was written in the plan, I don't think the presentations are the best use of TAC or audience time since each TAC member should have already read every plan & asked any questions. However, if it's required that the plan be presented in some format, I think the DMO should have a max of 10 minutes to do a PP or whatever type of presentation they choose to do.	9/20/2022 8:49 AM
6	I think a simplified version of our marketing plan on paper or digital would be best for TAC. Marketing Plans are too long to read for everyone so making a simplified version I think would help TAC.	9/19/2022 5:27 PM
7	Something that works or something new or maybe even a challenge - not all the information that is in the plan. Keep it simple as the TAC has all the other information.	9/19/2022 4:51 PM
8	I would like to focus no the product development budget line item and speak to how that was implemented in FY23 and what we learned going into budgeting for FY24.	9/19/2022 4:33 PM
9	Frankly, those were long days spent listening to all of the plans. Not sure how that was a good use of my time. Perhaps the plans could be shared with TAC ahead of time and the presentations could be shorter by hitting on the high points that each DMO wished to share, perhaps Top 5 things.	9/19/2022 4:30 PM
10	June is such a busy time, keeping Zoom as an option would be helpful. Keeping the presentations as short and simple as possible would be wonderful.	9/19/2022 4:27 PM
11	I would like the freedom to determine what is most important to convey. The plans are available for TAC to read. I don't think the plan needs to be restated verbally when it's available to be read. The presentation should summarize and provide additional insight that may not have been conveyed in the standard plan format. The DMOs are led by competent professionals, allow us the opportunity to share what we think is most vital for TAC to know.	9/19/2022 4:18 PM
12	Same as in the past. Let's have someone keep time so we stay on track.	9/19/2022 4:01 PM

Q6 Are there any trainings or follow-up that the TAC or Brand MT can conduct that would be beneficial to your DMO in regards to the FY23 Rules and Procedures? If so, please share your suggestions.

Answered: 12 Skipped: 3

#	RESPONSES	DATE
1	It helps to know Brand MT's plans prior to ours or at least know how they may align - this is a continuous conversation that flows both ways.	9/28/2022 4:05 PM
2	Not sure. I think this survey can help guide on the need for more training. And the region/cvb calls are a platform to find out where the challenges are.	9/28/2022 10:45 AM
3	I know the TAC committee gave us feedback, but honestly I would rather have a peer review from other DMO's and get their feedback. I don't find the TAC committee as experts in this space.	9/21/2022 8:57 AM
4	Seriously, it would be near impossible to follow all rules and regulations without the patience and generous time from Barb Sanem. Most of us have a range of understanding and experiences so having someone who can answer individual questions is crucial.	9/20/2022 12:26 PM
5	Going over everything with Barb was a great way to clear up any confusion.	9/20/2022 11:50 AM
6	No	9/20/2022 8:49 AM
7	It probably would be a good idea to go over them once a year, especially for the new people.	9/19/2022 5:27 PM
8	Not at this moment as it is still new and we aren't very far along.	9/19/2022 4:51 PM
9	It feels like things were explained clearly to me.	9/19/2022 4:33 PM
10	I still have not heard anything from TAC on follow up to my question about how the bed-tax reimbursements are figured. In Lewistown, they said they would inquire with the Dept. of Rev, but I've not heard anything since. BrandMT says that we are getting 22% back but my DMO is only getting about 10-12% back.	9/19/2022 4:30 PM
11	It would be great if there was a time set aside for the CVB's and Regions to be able to get together, casually, with each other to be able to ask questions and share information.	9/19/2022 4:27 PM
12	I think an annual refresher on the R&P as well as the marketing plan.	9/19/2022 4:01 PM

Q7 Please offer any edits or improvements for the new DMO Handbook.

Answered: 10 Skipped: 5

#	RESPONSES	DATE
1	Not at this time - will we have opportunities in the future?	9/28/2022 4:05 PM
2	Committee did great work to put it together but this process is always evolving so as thorough as it was there are always changes that come up. Will be good to have a committee do a refresh annually.	9/28/2022 10:45 AM
3	It's good.	9/21/2022 8:57 AM
4	We applaud the evolution from CVBs to DMOs and the flexibility for each community to allocate its focus based on its needs. This progress (and what it means in the crucial move towards Sustainable Tourism strategies, which Montana lags behind many other peer destinations) does not appear to be largely known by State legislators or even some Commerce decision-makers, who have widely varying levels of understanding of the Tourism industry and propose legislation and allocation related to Tourism accordingly. It would be awesome to have a very brief summary of the DMO regs (and evolution from CVBs) - basically what we can and can not do, and the economics and role behind what we do - to share with our Boards (who also struggle to understand the rules, regs, and options for DMOs), elected officials, State and County officials etc. in layman's terms. So many acronyms and industry-specific terms make comprehension a challenge for much of the population.	9/20/2022 12:26 PM
5	None--I find the handbook to be very easy to use.	9/20/2022 8:49 AM
6	I think it needs some work. I don't have time today to go through it, but maybe you send out an email asking for all the DMO's to review it and submit comments, but please give us time to get it back to you.	9/19/2022 5:27 PM
7	Will do when something comes up.	9/19/2022 4:51 PM
8	Good document!	9/19/2022 4:33 PM
9	More examples please.	9/19/2022 4:27 PM
10	Just keep updating as need arises	9/19/2022 4:01 PM

Q8 What else would you like to tell the TAC Marketing Committee about the FY23 plan experience that they have not already asked?

Answered: 9 Skipped: 6

#	RESPONSES	DATE
1	I appreciate all the hard work that went into this revision, and the opportunity to comment. Let's keep moving in the right direction.	9/28/2022 4:05 PM
2	Nothing at this point but thanks for asking and listening!	9/28/2022 10:45 AM
3	All good.	9/21/2022 8:57 AM
4	We were distressed to hear of minimizing the number of TAC members as there will be a more narrow representation of our very diverse tourism communities and regions going forward. Interacting with the TAC Marketing Committee thus far has demonstrated an equitable mix of urban, rural, busy tourism/low tourism voices governing the DMOs. I fear future plan governance will be less equitable.	9/20/2022 12:26 PM
5	Simple isn't always better, but maybe it will get there. I'm struggling converting the new budget and line items into my Quick Books and to give my board a clear picture.	9/19/2022 5:27 PM
6	Nothing at the moment.	9/19/2022 4:51 PM
7	Thank you for all of your hard work!	9/19/2022 4:33 PM
8	After the review of our FY23 plan we were given input for suggested updates, those were addressed. But then during the phone call to approve, new issues were raised that we were not warned of and therefore did not have a chance to remedy ahead of time. It made the process confusing.	9/19/2022 4:27 PM
9	I would like to hear more about how Brand MT is marketing the state so the CVB and Regions can follow suit. Where are we at with strategic planning. Also why is the state website so difficult to navigate?	9/19/2022 4:01 PM