



Grant Details

125123 - FY24 DMO Plan

128719 - FY24 Marketing Plan Dillon CVB

DOC Office of Tourism

Grant Title: FY24 Marketing Plan Dillon CVB
Grant Number: 24-52-OOT-DMO-014
Grant Status: Underway
Comments:
Applicant Organization: Beaverhead County Chamber of Commerce and Agriculture
Grantee Contact: Rebecca Jones
Award Year: FY24
Program Area: DOC Office of Tourism
Amounts:
Contract Dates:

Contract Sent	Contract Received	Contract Executed
06/13/2023	07/01/2023	06/30/2024
Proposal Date	Project Start	Project End

Grant Administrator: Barb Sanem
Contract Number 24-52-OOT-DMO-014
Award Year FY24

Contract Dates

Contract Sent Contract Received Contract Executed Contract Legal

Project Dates 07/01/2023
 06/30/2024

Project Start Project End

Comments
Amendment Comments

DMO Plan Narrative

1. Describe Your Destination

Describe your destination (who you are, who you wish to attract and why they would come) addressing your strengths, opportunities, and potential challenges.

Welcome to Dillon! We are a rodeo town, a ranching town, a fly fishing town, a hunting town! Dillon is situated in a sweeping valley into which the Big Hole and Beaverhead rivers converge. This is where you can discover and explore the beginnings of Montana. Lose Yourself | Discover Yourself!

This is a community of a gold mine of history, ranging from native Americans trekking through the area to Lewis and Clark's famous journey, to gold rushers and vigilantes from the railroad to teamsters, farmers, and ranchers. So much is well-preserved and waiting for you to explore.

Beaverhead River is a Blue-Ribbon Trout Stream that is a favorite for expert fly fishermen/women. Our county museum in Dillon is devoted to preserving local history. Bannack State Park is located just southwest of Dillon. It is a registered historic landmark and the site of Montana's first major gold discovery on July 28, 1862. Over 50 buildings line Main Street recalling Montana's formative years.

Dillon is home to the largest of the national forests in Montana covering 3.35 million acres lying in eight Southwest Montana counties. With an extensive trail system, visitors can experience the wide-open space and breathtaking views. Stand on the spot Lewis & Clark stood overlooking the valley, there is truly discovery in every direction.

Southwest Montana's rich history is on full display in downtown Dillon alongside unique shopping opportunities and vibrant new businesses. Dillon's business composition reflects an agricultural influence and railroad impact on the community. Historic buildings are tangible reminders of men and women who brought their dreams, blood, sweat and tears to reality and can still be experienced today.

Discover the unique architecture of structures that line the downtown area from the Carnegie Library to the Beaverhead County Courthouse. Take a historic walking tour and enjoy not only the architecture, but also the story told behind each structure. The brick and stone structures post-date an 1882 fire which ravaged the business district. Where business and agriculture came together into a true community, is the story of people with strong beliefs in the future and willingness to work, making those dreams a reality.

Strengths:

- Dillon is adjacent to Interstate-15 and is a crossroads for Montana Highways 91,41 and 278, which each connect Beaverhead County's rural communities and visitor attractions.
- Beaverhead County is home to the Beaverhead-Deer Lodge National Forest and the Beaverhead and Big Hole Rivers which offer un-matched outdoor opportunities for visitors.
- Dillon provides a full range of lodging, dining, and shopping options that help make for a great vacation on any budget with a sense of Montana sophistication that visitors find both surprising and comfortable.
- A place to discover the rich history of Beaverhead County through a historic tour of downtown, county museum and a railroad depot.
- City of Dillon has been nationally recognized as Tree City, USA by the Arbor Day Foundation.

- Energized downtown with a fine art gallery, national renowned bookstore, Patagonia outlet, Great Harvest Corporation, unique stores that can only be found in Dillon, a brewery and coming in 2023, a distillery.
- Annual signature events: June Jubilee (includes summer kickoff concert, demolition derby, antique car show and duck race), Dillon History Days in July (includes Champion BBQ Cookoff, music festival and talent contest), Montana's Biggest Weekend on Labor Day Weekend/PRCA Rodeo (parade, fair, and concert), Beaverhead Marathon, Dinner in the Park, Halloween Party, Parade of Lights/Festival of Trees in December are just a few events that take place throughout the year.

Opportunities

- Our new website will provide vital information for visitors who will be looking for a unique experience which will encourage them to visit Dillon. Information on Dillon will offer experiences that can only be found in Beaverhead County.
- Since the Summer '21, the Beaverhead Treasure Hunt has been done in Beaverhead County. Visit Beaverhead County businesses to find a small, solid glass, paper weight. The paper weight is yours to keep, just bring it by the Dillon Visitors Center to let us know you found it and be entered in a drawing for Chamber Bucks.
- From blue-ribbon trout fishing to hiking surrounding mountains visitors will find a welcoming place to stay when they take exit 62 or 63 off I-15. Dillon connects to Yellowstone, Pioneer Scenic Byway, Big Hole Battlefield, Red Rock National Wildlife Refuge and Crystal Park. With our wide-open space and beautiful scenery Dillon offers visitors a unique place to stay while exploring by day and relaxing by night.

Challenges

- Since the summer '21, our bed-tax lodging tax collections have increased and we've seen record number of visitors. With limited population in our town, workforce, housing and child care solutions have been a challenge.

Further marketing will assist visitors with maps, phone numbers, websites, calendars and other essential utilities that will provide for an exceptional experience in Southwest Montana.

In addition, the Chamber will use the CVB designated funds to provide an un-matched visitor center experience to those travelers who wish to stop in a physical location and access visitor information. This will include having trained, knowledgeable staff and printed materials to assist visitors traveling in and through Beaverhead County. In person assistance will enhance a visitor's experience to Montana.

2. Align with Montana Brand

Briefly describe how your destination aligns with the Montana Brand.

Dillon Exemplifies the Montana Brand

More spectacular unspoiled nature: Dillon sits in a valley surrounded by natural beauty and the continental divide on three sides, two destination trout streams, home to the largest national forests in Montana and three state parks, one national park including Interstate 15 making the town an epicenter for visitors' exploration of Beaverhead County.

Vibrant and charming small town: A vibrant downtown that merges historical charm with contemporary culture.

Breathtaking experiences by day, relaxing hospitality at night: Fishing blue-ribbon trout streams, rock-hounding, bird watching, exploring Beaverhead-Deer Lodge National Forest, investigating ghost towns. However, you choose to spend

the daylight hours, your evenings will be full of fantastic food and relaxing accommodations in Dillon.

3. What is the strategic role of your DMO?

Select all that apply: Destination Marketing, Destination Management, Destination Stewardship, Destination Development).

Destination Marketing, Destination Development

Based on the strategic role you serve, provide the following information.

3a. Define your audience(s) (demographic, geographic, and psycho-graphic).

Seasonal Traffic

Travelers coming through Montana from north to south using I-15. Arrivalist data shows that 46% of visitors enter I-15 from the south. It shows that our top three out of state visitors were Idaho, Washington, and California. Visitors find fuel and refreshments from Dillon businesses and it is a great way to provide opportunities to inspire spontaneous adventure or to inspire a future planned trip to the region. This market can be motivated by easy access to sites of interest and convenient travel route alternatives that allow for discovery of points of interest. This market will also be motivated by access to R.V. accommodations.

Leisure Travel

The leisure traveler are active mature and young families that are looking for affordable variety and a bit of culture and shopping with their outdoor centered vacation. Access to public lands is an incentive for fishing, hiking, camping, rock hounding and wildlife viewing. The leisure traveler will be connected via I-15 to Glacier and Yellowstone National Parks as well as State Parks. Dillon is an ideal place for visitors to stop, fuel, eat, lodge and enjoy a couple of days exploring our trails, ghost towns, get weather updates, wildlife conditions, river conditions and trail openings.

History Buffs

This market consists of individuals who enjoy learning about western history and culture. They are seeking to visit ghost towns, historical landmarks such as the Lewis & Clark Expedition, Big Hole Battlefield, Bannack State Park and mining sites throughout the region.

3b. What research supports your DMO strategy?

STR Reports have recently been contracted in order to establish a base-line for the Dillon market.

County Arrivalist Data shows 46% of visitors enter via I-15 South from Idaho into Montana.

Arrivalist Data 2021 Top 5 residency of origin for nonresident visitors to Dillon: Idaho, Oregon, California, Washington, Utah

ITRR data on visitors spending from 2021.

3c. What are your emerging markets?

Recreational hiking and biking: The Dillon area has expanded their trail system that connects many trails in Dillon. With the increase of the trail system in Dillon, there have been several running/hiking events added to the summer season. This brings in many people from outside of Montana to participate. With the added bicycle camp Dillon has become the stop off point for long distance bicyclers looking to find a place to stay over for the night. This market is looking for a place to eat, pick up snacks and refreshment for their journey through Montana. This is an emerging market and continue to see an influx of cyclists through our region.

Wintertime activities have increased as we have targeted winter enthusiasts, including, but not limited to: snowmobiling, skiing, snow shoeing, cross-country skiing, hot springs, ice fishing derbies, and ski joring events/festivals.

4. Define and describe your overall goals.

A goal is an idea of the future or desired result that a person or group of people envisions, plans and commits to achieve.

Goal One: To increase availability of visitor and business specific information.

Goal Two: To establish the Dillon CVB (Beaverhead Chamber of Commerce & Agriculture) as the community source of information for events.

Goal Three: Continuing to build our audience who are interested in our authentic western and natural-resource experiences.

4a. Describe proposed tactics and projects as related to overall goals and controlled by the organization in its financial statements.

G-1 Objective One: To maintain our website dedicated to tourism and recreation.

G-1 Objective Two: Increase visibility and accessibility to all the attractions in Dillon Montana. This will be done through our website and print materials available for visitors, including our VisitDillon Brochure.

G-2 Objective One: Have all events available to tourists on the website and provide links from the website to other attractions and events in Dillon and Beaverhead County.

G-2 Objective Two: Continue to offer & improve the services of our Visitor's Information Center by increasing operating hours with a VIC staff for the summer season. This would include some paid college intern and volunteer hours.

G-3: Objective One: Get Visit Dillon Montana in front of an audience that is looking to travel!

G-3 Objective Two: Website tracking analytics with monthly website statistics including number of page views, unique visitors, pages per visit, bounce rate and time on website.

G-3: Objective Three: Engage with our current & potential visitors and build a lasting relationship with them. To build a larger digital footprint and always expand our customer service offerings by keeping our customers informed.

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Objectives/Metrics/Evaluation

Objectives	Measurable Metrics for Success	Report the Metric Achieved	Evaluation of Measurable Metrics for Success
Objective 1: To advertise online/digitally and in print to increase visitors exclusively for winter visitors.	Metric 1: Measured by getting ads placed with KXLF and National Parks Trips/Outdoor for online/digital, placing ads with Hemispheres magazine and USA Today Winter Travel Guide. For KXLF, we will compare the 2022 analytics of 1.4MM impressions and nearly 4,000 clicks to the visitdillonmt.com website. We will request analytical data and benchmarking from National Parks Trips/Outdoor, Hemispheres Magazine and USA Today Travel Guides.	The National Park Trips (Outside Magazine) included an editorial piece "9 Reasons to Visit Dillon, Montana" which had 1,892 views. The integration into Yellowstone to Glacier itinerary saw 23,578 pageviews. Visit Dillon MT was featured in the Yellowstone Newsletter on February 27, 2024 which saw 104 clicks. The National Park Facebook post on February 29, 2024 had 37,073 impressions, 2,044 engagements	While we were not able to place an ad campaign with KXLF for FY24, we were able to complete our promotions with National Park Trips, Hemispheres magazine, and the USA Today Winter Travel Guide. The National Park Trips exposure did increase by 31%. The United Airline Hemispheres inflight magazine continues to reach a wide variety of the global population and I still receive personal accounts of people telling me they saw our ad in

		<p>and 1,289 clicks. This represents a 31% increase in clicks over 2023.</p> <p>United Airlines Hemispheres magazine is delivered to 15 million travelers per month. They published 500,000 monthly copies of Hemispheres inflight and 3,000 copies in United Club lounges globally (60+ club lounges). Visit Dillon ad ran in Sept, Oct, and Nov of 2023.</p> <p>With the USA Travel Guides, it reaches approx. 10 million digital viewers. The printed version is available nationwide in bookstores and newstands, adjacent to the USA Today's vast distribution.</p>	<p>their magazine while on a flight. While it remains just a handful of people, I believe the awareness lift is apparent and the exposure for Dillon on a global stage is a benefit. As a note, Hemispheres magazine published their final issue in Sept, 2024. It was a commemorative issue and we did have an ad in that issue, but more about that next year.</p> <p>We placed an ad in the USA Winter Travel Guide and in the Hunt and Fish Guide in 2024. This guide reaches more than 10 million travel enthusiasts who are sent a link to the digital version of the guides. The general base is Men, with a median age of 47 and median HHI of \$87,925, which we believe is a perfect demographic for our town.</p>																
<p>Objective 2: To continually update our website with seasonal updates, events, new businesses, and keep it fresh.</p>	<p>Metric 2: Use the Google analytics to track our website traffic and compare to previous year's traffic. Increase our website traffic by 5%. 2023 comparison of 145 site sessions and 96% new visitors to our site, this should increase by 5% in 2024.</p>	<p>From July 1, 2023 to June 30, 2024: our Site Session has experienced a 13% increase from last year. Our Unique Visitors have increased 16% from last year. Our page views increased by 6% as well.</p> <table border="1" data-bbox="821 797 1148 1052"> <thead> <tr> <th></th> <th>FY23</th> </tr> </thead> <tbody> <tr> <td>FY24</td> <td></td> </tr> <tr> <td>Site Session</td> <td>4,372</td> </tr> <tr> <td>5,063</td> <td></td> </tr> <tr> <td>Unique Visitors</td> <td>3,606</td> </tr> <tr> <td>4,316</td> <td></td> </tr> <tr> <td>Page Views</td> <td>6,660</td> </tr> <tr> <td>7,074</td> <td></td> </tr> </tbody> </table>		FY23	FY24		Site Session	4,372	5,063		Unique Visitors	3,606	4,316		Page Views	6,660	7,074		<p>We have achieved our goal with a 16% increase of Unique Visitors to our site. Our traffic has increase as well by 6%. In 2025, we are planning to refresh our website which we hope will bring an even larger increase of traffic and unique visitors.</p>
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<p>Objective 3: The purpose of this project is to engage the community and attract visitors. Since '21, we conducted this project with hand-crafted glass paper weights. This year, we will partner with The University of Montana Western Glass Arts Program to produce 100 small glass paper weights to be hidden in Dillon and the surrounding county businesses for visitors to find them from Memorial Day to Labor Day.</p>	<p>Metric 3: To complete the Beaverhead Treasure Hunt project, all 100 glass paper weights should be hidden in area businesses by July 4th weekend, so that visitors may find them. We will track our out of area visitors, by the measurement of who brings the paper weights back to be entered into a drawing. Last year, this program attracted 19 out of state visitors to our area and engaged over 75 local residents, which was double from the prior year. This year, we hope to again double our out of state visitors and continue to engage our local residents.</p>	<p>We achieved our metric of hiding 200 glass Mushrooms across the businesses of Beaverhead County in 2024, before July 4th. Our Out of State visitors found 29 of the Mushrooms, which does not double our Out of State visitors, but it is a 52% increase and we had 200 Mushrooms instead of 100.</p>	<p>The program continues to grow and gain awareness. Folks are excited for the Beaverhead Treasure Hunt to happen from Memorial Day to Labor Day, each summer. The University of Montana Western Glass Arts program is excited to partner with this geo-scavenger hunt. Looking ahead to 2025, we have received a RAP Grant for marketing this important program for two more years. This will set the awareness on the map!</p>
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DMO Budget

Allowable Methods	Amount Budgeted	% of Budget Allocated	Amount Expended	% of Budget Expended
Administration	\$8,487.00	16.0	\$8,040.99	94.7
Education/Outreach	\$1,200.00	2.0	\$967.88	80.6
Paid Media	\$30,516.00	58.0	\$21,365.00	70.0
Marketing Personnel	\$4,000.00	8.0	\$0.00	0
Research	\$2,300.00	4.0	\$0.00	0
Visitor Services	\$2,500.00	5.0	\$7,072.33	282.89
Website Development (Online, Website, Mobile)	\$4,000.00	7.0	\$4,519.75	113.0
	\$53,003.00	100.00	\$41,965.95	

Narrative Evaluation

2024 was a good year from a marketing standpoint. We were able to advertise in the final publication of Hemispheres with United Airlines, we were able to advertise in the Hunt & Fish Guide with USA Today as well as the Winter Travel Guide. We again advertised with National Park Trips on their digital platform. Most of our advertise if display advertising to elevate awareness of Dillon Montana and provide a more affordable travel alternative. We may not be the most expensive and lavish destination, but we still have Rocky Mountain powder in the winter and great hunting and fishing in the warmer months. A nice alternatives for families.

DMO Plan Attachments

Description

File Name

File Size

Reg/CVB Required Documents

Description	File Name	File Size
Current Beaverhead Chamber Bylaws.	BCCA proposed Bylaws 5-2022.docx	636 KB
Beaverhead Chamber Board Minutes w/ resolution for approval of FY24 Marketing Plan for Dillon CVB.	Board Meeting Minutes 3.8.2023.docx	635 KB
FY24 Certificate of Compliance for Dillon CVB	dillon cvb complianc.pdf	687 KB

