



Grant Details

Grant: 23-51-048 - FY23 Glendive DMO/CVB Marketing Plan - FY23

Status:	Underway
Program Area:	DOC Office of Tourism
Grantee Organization:	Glendive Area Chamber of Commerce & Agriculture
Program Officer:	Barb Sanem
Awarded Amount:	\$28,917.00

Narrative Evaluation

In fiscal year 23 the Glendive DMO was able to make progress in attracting more visitors, although we narrowly fell short of some of our goals due to unforeseen circumstances.

Makoshika State Park had some areas that were impassable for part of the year due to the wet conditions this spring. This meant some of the camping sites were unavailable to visitors as well as visitors spending less time in the park. Some roads in the park completely washed out and repairs to them were not completed until after the end of fiscal year 2023. The Glendive Lodge was undergoing renovations for most of the year limiting the availability of hotel rooms.

Despite these challenges we did still achieve a 5% growth in our bed tax compared to FY22. The bed tax collected in FY22 was \$252,152; this was increased in FY23 to \$265,751. This is due in part to our promotion of Glendive through the brochure that we created and distributed, the billboard that we assisted TBID to update, and our continual maintenance of the Visit Glendive website and social media pages.

The decrease in visitors to Makoshika is due largely in part to the late snowfall and wetter than normal spring. The weather conditions in late winter through spring stopped many potential visitors from coming to the park. Sections of the park were closed due to wet, muddy conditions as well as areas of roads being completely washed out. Repairs to open the entirety of the park were not completed until after the close of FY23. Accessible RV and Campsites were full most nights. The late snow melt and heavy spring rains also lessened the turn out for school field trips to the park compared to previous years. In reviewing data obtained from Montana FWP, the parks visitation numbers are returning to numbers normal prior to 2020 restrictions, which saw a massive increase in visitation to the park. We featured the park in much of the marketing this fiscal year, it is featured in the Visit Southeast Montana publication, the brochure we distributed, and the Visit Glendive website. Images of the Park were used to create the banners that we have on display at our visitor's center and take to events.

By the start of FY23 Biasch's Dinosaur Digs was uncertain whether or not they would be operating at all this season. We still featured them on the Visit Glendive website and Facebook pages. Biasch's Dinosaur Digs is a small, family run business and only has limited slots available for visitors to book a dig. Through conversations we had with the owner they were fully booked well before tourism season. Due to the uncertainty of their operation's status, we did not market them as heavily as we had initially planned to.

The visitation to the Short Pines did increase slightly from an average of approximately 2700 visitors per month to an average of approximately 3000 visitors per month. This equates to an increase of approximately 5,500 visitors (18%). This data was obtained via the traffic counter installed by BLM in the spring and being removed in the fall.

We did marketing through a joint venture with Jun Group/ Hoffman York. This campaign ran from June 1, 2023 until June 30, 2023. The campaign got over 114,000 impressions with 22,359 clicks. The click through rate of the campaign was 19.6%. We feel that this was a positive campaign and increased traffic to our website greatly.

The tourism brochure that we created and distributed had a great impact. We initially distributed 1000 in the beginning of calendar year 2023. We had to get more printed by the beginning of July 2023. Through verbal discussions with visitors, they found the brochure inviting and informative. Early in FY23 we created 2 retractable banners with images of Makoshika State Park to display at events and at our visitor's center. A banner was also created to display on the building housing our visitor's center.

We created advertisements promoting Makoshika, Dino Digs, and Short Pines that were placed in the Visit Southeast Montana publication.

The main focus of our FY23 was getting started with Datafy to obtain research into where visitors our going and on what and where they are spending money on. We were able to get onboard with them in June of 2023, we have started to receive some data and are very pleased with what we are getting.

