



Grant Details

125123 - FY24 DMO Plan

128712 - FY24 Anaconda DMO Plan

DOC Office of Tourism

Grant Title: FY24 Anaconda DMO Plan
Grant Number: 24-52-OOT-DMO-007
Grant Status: Underway
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Applicant Organization: Discover Anaconda
Grantee Contact: Mary Johnston
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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.

Anaconda is a town teeming with history and surrounded by undeniable beauty, where history and charm are found at every turn. Located just off the Interstate 90 corridor between Yellowstone and Glacier National Parks, Anaconda offers unparalleled amenities, from dining and cultural experiences to boundless outdoor recreation opportunities. Whether you want to hike the Continental Divide Trail, play a round of golf on a world class course, hit the slopes at Discovery Ski Area, or soak up the architectural legacy from the era of the Copper Kings and we offer a unique view of Montana history. Anaconda is home of the Anaconda Smelter Stack, the tallest free-standing masonry structure in the world. We were pioneers of the Industrial Age alongside Butte-Silver Bow County. Anaconda is alive with history, art, and some of the friendliest people you'll ever meet. You will be amazed by the depth of the community spirit here. Discover Anaconda, Montana's hidden treasure,

STRENGTHS

Our strengths stem from our natural assets Lost Creek State Park, the Stack State Park and being a Gateway City for the Continental Divide Trail. Anaconda has an extensive trail system in town, as well as access to the Beaverhead Deer Lodge National Forest trails out our back door. Outdoor activities abound from a world class golf course to a wonderful ski slope. Our smelting history is unique in Montana and having the Stack State Park helps us preserve that history. We have our Vintage Bus Tour that has brought visitors through our doors to experience Anaconda history. Also, in the last three years new attractions like Gunslinger Gulch Bed and Breakfast (a ghost town), Montana Zipline and the Forge Hotel have added value to attract more visitors.

OPPORTUNITIES

We have opportunities to help some of our events in town. Festival of the Winter Moon, the AOH St. Patrick's Day Race, Art in the Park, Goosetown Softball Tournament, Wildlife Art Expo, and Oktoberfest. Additionally we would like to develop more events for the shoulder seasons. Another opportunity is wayfinding. Where are the lodging places? What fun things are there to do in Anaconda? We have worked on marketing our location as a basecamp for outdoor recreation all year long and will continue to develop a cohesive plan to make Anaconda a tourism destination for a quality vacation – beauty in nature, friendly people and good food.

Anaconda's tourism profile will evolve and grow over time as Anaconda continues to develop and promote its attractions, events and amenities. By targeting a diverse range of interests we can further establish ourselves as an appealing destination for a wide range of visitors.

Discover Anaconda has been working on establishing a TBID in the near future, which will add more monies to help with promoting Anaconda.

CHALLENGES

Our biggest challenge is pulling visitors off of Interstate 90, and getting passers-by to stop in Anaconda for more than one hour, one afternoon or one night. Many Montana residents think we are still that grungy little town holding onto what we were. We want to tell our story of recovery and overcoming our label as a Superfund site. Like every town in Montana, we struggle with a worker shortage and have a few gaps in our amenities. Outfitters are in short supply in our area. Some of our lodging facilities have started to cultivate relationships with "local" outfitters - this is a challenge that we hope our advertising will help with attracting more outfitters to our area.

2. Align with Montana Brand

Briefly describe how your destination aligns with the Montana Brand.

Outdoor adventure is only 30 minutes away. Our geographical location, between Glacier and Yellowstone Park, puts us in a prime location for visitors to see more of Montana's spectacular scenery. We are a prime example of the three pillars of Brand.MT.

- Anaconda is surrounded by "spectacular, unspoiled nature", The Beaverhead Deer Lodge National Forest, Lost Creek State Park, and Georgetown Lake.
- We are a "vibrant and charming small town." Our small town charm you can see in the Victorian Architecture in our downtown area, antique lamp posts, boutique shopping experiences, locally owned restaurants, and friendly community. And our local history museum and art gallery – Copper Village, which is housed in the old City Hall built in 1896.
- We offer "breathtaking experiences by day and relaxing hospitality at night." For example: our Historic Vintage bus tour, we are a Continental Divide Gateway City and our 1936 art deco movie theater. We are a great place to go hiking, fishing, biking, snowmobiling, ziplining, golfing, skiing and hunting. And during your downtime you can visit a local brewery or a wine bar.

3. What is the strategic role of your DMO?

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

Destination Marketing

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

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

The visitor profile for Anaconda, Montana is broad and varied. Generally, this profile includes individuals and groups seeking a blend of outdoor adventure, historical exploration, and a small town atmosphere.

Our target market is Gen X and Millennials from other states who love the outdoors and history. They do not necessarily require entertainment; they can entertain themselves. Our target market is curious by nature and loves to explore. Our role as a DMO would be Destination Marketing. Our Audience are people who enjoy the outdoors and history. This is also a challenge since we are more than seven miles off the interstate and we don't have that many Highway Department signs designating food, lodging, and other attractions. Curiosity about the Stack brings quite a few people to our community. The brown signs about our historic district have also aided in pulling people off of I-90 into Anaconda. We want to optimize our off-season traffic and pull in visitors to make Anaconda their base camp during their stay in Southwest Montana.

Anaconda sees a large number of returning visitors. The first time around they might have missed some of our access to outdoor activity and come back in a different season that offers other outdoor adventures. We offer other activities for the non-outdoors visitor - shopping, bakeries, eateries and leisure walks versus vigorous hikes.

3b. What research supports your DMO strategy?

ITRR tables below for 2019-2022 shows that a smaller percentage of our usual travelers are Gen X and Millennials. This is also our observation of the visitors who come through Discover Anaconda's doors – half are baby boomers and retirees.

See attachment #1

Formerly, MARS would give us reports on phone calls to our region and their interests. We will be setting new baselines with their reports and ITRR on what interests visitors to our region.

Google Analytics has been a useful tool to see the demographics of our visitors to our Discover Anaconda website.

3c. What are your emerging markets?

Outdoor Recreationist: Our location is ideal for several outdoor recreations. We have an extensive trail system through Anaconda. The Beaverhead Deer Lodge National Forest is out our back door. And, did we mention we are a Continental Divide Gateway City? We also have golfing on a world class golf course, boating, water skiing, ATViing, fishing, and cycling is available, and in the cooler months-fishing, hunting, snow skiing, ice skating, and snowmobiling.

History Buffs: Anaconda is a treasure trove of history. We have walking tours in the Historic MT app. The Historic Vintage Bus tour is a great attraction, one and a half hour tour in a vintage 1936 Yellowstone tour bus. The Old City Hall, Deer Lodge County Court House and the Hearst Free Library are just a few buildings that reflect the Victorian era. People are curious about the Stack, what it is and what it was like in our heyday.

Road Trip Travelers: Travelers who just may be passing through to somewhere else are an untapped market. Better signage will aid in enticing travelers to stay and make Anaconda their base camp.

Local and Regional Visitors: Anaconda also attracts visitors from nearby towns and cities within Montana and the region. Families on vacation and day trippers exploring their state, looking for a change of scenery and are looking to explore the town's offerings. Anaconda has good food, specialty shops, bakeries, a Vintage bus tour and a walking tour.

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.

Our goal is to maintain historical Anaconda and its businesses, entice visitors to come on shoulder seasons, and market our natural assets. We hope to see a 20% increase in bed tax collection over the fiscal year 2023. We also want to see an increase in overnight stays from November through March.

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

In general we will be doing some website tweaks such as itineraries for 3 hours, 1 day and 3 days. There is no costs involved with this and we believe that signage, print projects and digital marketing will help us reach our overall goal.

- Update billboard on I-90 and Exit 208, Big Hole Highway 43 at Wisdom. This will help lure the leisure traffic off of I-90 Exit 208. And the Wisdom sign helps other adventurous tourists to take the road to Anaconda.
- Utilizing cooperative marketing grants from SWMT Tourism will help us maintain our steady market of baby boomers and retired visitors with print materials and brochure distribution.
- Marketing Anaconda as a basecamp for recreation in the Southwestern Region of Montana and on the route to Yellowstone, digitally and in printed materials. The digital campaign we did last year helped drive vacation planners to our website to include Anaconda on their itinerary.
- Supporting existing events to fill beds in the shoulder season like Festival of the Winter Moon and the Wayne Estes basketball tournament.
- Visitor Center enhancement with new signage will aid the Visitor when they seek out information.

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Objectives/Metrics/Evaluation

Objectives	Measurable Metrics for Success	Report the Metric Achieved	Evaluation of Measurable Metrics for Success
Update billboards on I-90 and Exit 208, Big Hole Hiway 43 at Wisdom	<p>We will be using ITRR, MOTBD, and Voices of Montana Tourism data so we measurable results when comparing increases in lodging tax and spending in Anaconda-Deer Lodge County.</p> <p>KPI: Increase in visitor traffic though our doors. 2023 will be our bench mark year. Guest Register at the Visitor Center.</p> <p>KPI: Increase of dollars spent in Anaconda.2023 will be our benchmark year</p>	TBA	
Marketing Anaconda as a basecamp for activities and adventure in Southwest Montana through Yellowstone Journal digitally as we as in a print advertisement to draw more visitors.	<p>KPI: Increase in 2500 page views of our website by our target market of GenX and Millennials using Google Analytics. 2023 will establish the baseline.</p> <p>KPI: a goal of 5 other DMO's adding Anaconda to their itineraries</p> <p>KPI: an increase in metrics provided by Yellowstone Journal establishing a</p>		

	baseline in 2023		
Utilizing cooperative marketing grants from SWMT Tourism.	<p>KPI: 2023 13,000 brochures printed and distributed through Certified Folder. This will be the baseline for this projects.</p> <p>KPI: 5% increase in bookings with this being the baseline year.</p>	TBA	
Visitor Center enhancement with new signage.	<p>KPI: Visitor satisfaction ratings with the enhanced Visitor Center.</p> <p>KPI: Increase in visitor inquiries or information requests at the Visitors Center in the October-March season by 20%, utilizing the Guest Register, over the same time in FY2023.</p> <p>By monitoring these KPI's, Discover Anaconda can assess the effectiveness our marketing strategies to attract visitors to Anaconda, Montana</p>		
Opportunity marketing with supporting new and existing shoulder season events in October, December, January, February and March in occupancy rate and bed tax collection.	<p>KPI: 15% increase in these months listed in bed tax. 2023 being the baseline year</p> <p>KPI: increased attendance to events during these months and other existing events tracked through credit card spending with information from Voices of Montana Tourism and ITRR.</p>	TBA	

DMO Budget

Allowable Methods	Amount Budgeted	% of Budget Allocated	Amount Expended	% of Budget Expended
Administration	\$4,200.00	19.5	\$0.00	0
Cooperative Marketing	\$2,095.00	9.74	\$0.00	0
Education/Outreach	\$1,000.00	4.65	\$0.00	0
Joint Venture	\$2,153.00	10.0	\$0.00	0
Opportunity Marketing	\$2,153.00	10.0	\$0.00	0
Paid Media	\$9,186.00	42.67	\$0.00	0

Visitor Services	\$740.00	3.44	\$0.00	0
	\$21,527.00	100.00	\$0.00	0.00

Narrative Evaluation

Evaluation will be submitted upon completion of FY2024.

DMO Plan Attachments

Description

File Name

File Size

Reg/CVB Required Documents

Description	File Name	File Size
Letter of Determination 501(c)3 status	8219520-LetterOfDetermination (3).pdf	30 KB
Discover Anaconda Bylaws	ALDC Bylaws Final 2022.pdf	152 KB
April 2023 Board Meeting Minutes RE: CVB formation	DA Board Meeting Minutes April 2023.pdf	129 KB
Compliance 2023	FY24 CERTIFICATE OF COMPLIANCE.pdf	409 KB

