

# Application Summary

**Application:** FY25 DMO Plan

**Applicant:**

**Funding opportunity:** FY25 DMO Plan

## Application Responses

**Organization Name:** Belgrade Chamber of Commerce

**First Name:** Megan

**Last Name:** Elliott

**Street Address 1:** 10 E Main St

**Street Address 2:**

**City:** Belgrade

**State:** MT

**Zip:** 59714

**Funding Opportunity:** FY25 DMO Plan

**Amount Requested:** 88316

## General Description Information

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

### **1a. Destination:**

We are Belgrade Montana, the fastest growing city in the state of Montana. Being the hub of valley, we are proudly home to the blue-collar workforce that is required to tangibly build up this valley. Our goal is to attract the visitor that appreciates the small-town feel. The valley as a whole is the destination, our focus is on how we fit into that experience. We also want to attract the family and class reunions as well as the regional, state or local conferences, utilizing and filling our hotels and vacation rentals.

We have the Bozeman Yellowstone International Airport in our backyard, only a mile from city center. Our hospitality will either welcome them for the entirety of their stay or on their way to Yellowstone National Park and the other beauty of the Gallatin Valley.

### **1b. Strengths:**

Breathtaking Experiences by Day – Yellowstone Country Montana offers a number of outdoor recreation adventures and historic draws for visitors. Whether it's a day hike to a mountain lake, a guided fishing expedition, experiencing a day on the slopes of the Bridger Bowl Ski Area or Big Sky, or a trip to the Lewis and Clark Caverns, there will never be a dull day when visiting Belgrade, Montana.

Yellowstone National Park – Belgrade is located within 90 miles of Yellowstone National Park, one of the

most popular national parks in the United States. The park attracts visitors from all over the world to experience its wildlife, geysers, hiking, camping and other natural beauties in the summer and winter months.

Travel Services – Bozeman Yellowstone International Airport offers over 30 direct flights to Bozeman from major cities across the country and it is the busiest airport in the state of Montana. I-90 runs right through Belgrade, making it easy for arriving by car as well.

Year-Round Recreation- Belgrade is a hub for visitors travelling to Big Sky Resort, fly fishing on the Madison River, white water rafting and kayaking on the Gallatin River and accessing the extensive trail systems within Yellowstone Country Montana. We are 40 minutes from two major ski areas and access to thousands of miles of snowmobiling, cross country skiing and snowshoeing.

Parks & Events – Our growing community is home to two major parks and seven smaller neighborhood parks. Lewis & Clark Park is located just off of main street and includes a splash park with multiple picnic shelters. In the fall, Lewis & Clark Park is also home to Fall Festival; Belgrade’s largest event. Fall Festival attracts between 5,000-7,000 people every year and we are working to increase the number of out of state visitors to participate in this event.

Vibrant and Charming Small Town – Belgrade is a vibrant, charming small town. There are shops, parks, picnic areas, farm and ranch stores, recreation and a quaint downtown. With lovely landscapes and smiles on every corner, the town is warm and welcoming to all visitors and locals alike.

### **1c. Opportunities:**

As cliché as it sounds, the opportunities are endless. The expansive growth is mind blowing and as a Visitor Information Center we have been in a holding pattern making every action, no matter the size, an improvement. We have big visions of being a Polit Community that includes 143 miles of Montana’s beauty starting in The Hub of the Valley, Belgrade stopping through smaller destinations with DMO funds Manhattan, Three Forks, Harrison, Pony, Lewis and Clark Caverns, Norris, Virginia City, Ennis, Quake and Hebgen Lakes. Step one of this vision of inclusion and driving traffic West, is a laser focus on what those specific, strong opportunities are. We will use some of our budget for research that has never been done here before, finding gaps in communication and areas of improvement to make visitors feel welcomed and informed. Any of the allocated opportunity marketing funds will more than likely be used for as many of these communication improvements as possible. Our product development budget will also be driven by our research findings.

### **1d. Potential Challenges:**

As much as the opportunities are there, so are the challenges. We are a small, thriving town surrounded by overvisited destinations with much larger budgets. Being so close to Bozeman, Big Sky and West Yellowstone which are all considered overvisited by definition, our goal is to identify and specifically define our market. We don’t want to reinvent the attractions and events but rather be very creative on how and

why Belgrade is a part of their travels. Taking some of our already existing events such as our Fall Festival and sports tournaments and enhance their offerings and reach. Many of these answers will come from the research and the product development will promote those findings.

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**2. Briefly describe how your destination aligns with the Montana brand or describe the Brand strategy for your DMO.:**

The Montana brand is focused on the idea of the road trip with stops along the way, and we are the first stop from the busiest airport in the state. With more rental cars annually leaving our backyard from the Bozeman Yellowstone Airport than Salt Lake City Airport, we are not only the welcoming back drop but also the very first stop to that road trip for millions of Montana's visitors. We have the urban amenities with the small town feel and the agriculture views. We are using a large part of FY25 to create a brand package for Belgrade to get behind and be proud of. We want visitors first impression to be clean and understandable. Creating the feel of organization and class.

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**Destination Marketing:**

**Destination Management:**

**Destination Stewardship:**

**Destination Development:**

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

We have two main target markets, those that fly in and those that drive from further than 85 miles away. One thing both of these group have in common is that they have access to a car and usually aren't staying for more than a few nights in Belgrade. Most of these individuals are 25-65 years old, adventure seekers to varying degrees. Many of them are family's and visit primarily in the winter or summer seasons. Although, Spring and Fall aren't far behind on visitation numbers.

**3b. What research supports your DMO strategy? :**

This research comes from statistics from the Bozeman Yellowstone Airport and lines up with their direct flights and marketing plan. None of our specific statistics came from ITRR but it was a great resource for brainstorming on over all planning and helping to understand what visitors are currently doing in our area and throughout the state. As for Belgrade's DMO, the research component is our pillar for FY25. We need to not only specifically define our target market demographics but their needs, wants and desires to provide an overall better experience.

### 3c. What are your emerging markets?:

One emerging market that we will focus on for FY25 is the Three Forks area. There are developments in the entertainment and hospitably industries that will help draw visitors West, lodging in Belgrade. Working to help promote around concert and event dates will help us to create personalized tour packages and custom vacation rental stays to make their trip flawless and unforgettable.

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

Our overall goal is to define and brand. We are going to be putting money into defining our target market and get a grasp on where our market may be heading. Once an assessment of our town is done and we get research results back we will not only create a cohesive brand for our town and use it for all tourism and tourism marketing. We anticipate a larger focus on print marketing such as maps, 'best of' and visitor guides once the research is analyzed, however will follow the findings. We plan to go through the RFP process to unlink [www.visitbelgrade.org](http://www.visitbelgrade.org) from The Belgrade Chamber of Commerce and build an interactive, current tourism focused website. Using this site to be an event hosting website for local visitor events such as Fall Festival, The Scenic/Backroads to the Park project, Belgrade Baseball's Wood Bat Tournament, Belgrade High School sports tournaments and more. We also anticipate there will be a need for accessibility of this mentioned print marketing, including but not limited to, year-round flyer stands and covered bulletin boards.

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### 5. Define and describe your overall objectives. Objectives are formed from your goals. They are logical, attainable steps to achieve the goals and are able to be measured.:

#### Objectives/Metrics/Evaluation:

OBJECTIVES	MEASURABLE METRICS FOR SUCCESS	REPORT THE METRIC ACHIEVED	EVALUATION OF SUCCESSFUL METRICS
Define and create understanding of our tourism market.	Hire a research agency, or equivalent to answer the main questions of: 1. Target audience 2. Trends 3. Market forces 4. Identify areas of improvement Use this information to develop a comprehensive report for tourism projects and for community education.		
Build Marketing Packet with Rebranding	Work with creative agencies to: 1. Develop a brand board and vision. 2. Select brand with tag line and theme.		



	\$0.00	0.00%	\$0.00	\$0.00	0.00%
	\$0.00	0.00%	\$0.00	\$0.00	0.00%
	\$0.00	0.00%	\$0.00	\$0.00	0.00%
<b>TOTAL BUDGET</b>	<b>\$88,316.00</b>	100.00%	<b>\$0.00</b>	<b>\$88,316.00</b>	<b>100.00%</b>

Revenue Projection	\$88,316.00
Funds not spent during previous fiscal year	\$0.00
Rollover Funds at Commerce	\$0.00
Allocated Following Audit	\$0.00
<b>Budget increase total</b>	<b>\$88,316.00</b>

