

Application Summary

Application: FY25 DMO Plan

Applicant: Glendive Chamber of Commerce and Agriculture

Funding opportunity: FY25 DMO Plan

Application Responses

Funding Opportunity: FY25 DMO Plan

Amount Requested: 30441

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:

Glendive, Montana was established in 1881 through the tenacious efforts of early pioneers and the arrival of the Northern Pacific Railway. Our rich history began long before and is as layered as the colors in the caprock formations of our local state park, Makoshika State Park. Visitors and locals alike can experience prehistoric times through exploration of Makoshika's trails and dinosaur digs. The open sky offers a canvas of spectacular sunrises, sunsets, and the greatest star-gazing due to limited light pollution. Glendive is in between Makoshika State Park and the winding Yellowstone River which draws anglers, kayakers, and rock pickers from all over the world. In the spring, anglers have the opportunity to snag one of the many prehistoric fish from the Yellowstone River in Glendive, the paddlefish. The river also offers beautiful scenery for photographers, camping, floating, and boating. Off-roading through 2800 acres of trails at Short Pines OHV provides miles of adventure while bird-watchers and nature enthusiasts, and those looking to unwind and relax, can stay in one of our many campgrounds.

Glendive offers boutiques, unique artisans, delicious food options, historic points of interest, museums, bronze sculpture and mural trails, and other modern accommodations for guests while they stay in Glendive.

Glendive is proud to be part of the Montana Trail to the Stars, the Visit Southeast Montana Burger Trail, and offers two stops on the Montana Dinosaur Trail.

1b. Strengths:

The rugged badlands, open prairie, wildlife, unobstructed and beautiful sunrises and sunsets, and a winding Yellowstone River all converge on Glendive. We have a rich prehistoric and historic history, a hospitable community, and quaint small-town charm that make us a great combination for visitors looking to discover Glendive. We have been voted one of Montana's safest cities to live in and visit for several

years in a row, making us appealing to individuals who want to relax and unwind. Another significant asset is our strategic geographical location; we often serve as the initial destination for travelers entering Montana from the East on the I-94 interstate highway. For most travelers Glendive is on the way to Glacier, The Black Hills, and Yellowstone National Park. Glendive is in the "Middle of Everywhere". Most of our food locations are locally owned, giving visitors options to try the "local fare".

1c. Opportunities:

Makoshika State Park remains our biggest attraction for visitors to Glendive. The park is Montana's largest state park with miles of trails, a disc golf course, an archery range, fascinating geology, guided activities including full moon hikes and star gazing, and a landscape that completely changes in physical appearance from morning to night. The Makoshika Amphitheater is a wedding, theater, event, and yoga destination between spring and fall. Camping is a treat in Makoshika due to zero light pollution and a full view of constellations and shooting stars. For unique camping experiences, visitors can book a night or two and stay in a teepee, covered wagon, or yurt.

Glendive also boasts boating, fishing, kayaking, camping, and rock picking along the Yellowstone River. There are four public fishing access sites as well as nature paths and campgrounds for exploration and relaxation. In May, visitors from around the nation come to Glendive in hopes of snagging a prehistoric paddlefish out of the Yellowstone River. Fishing tournaments are held in the summer months and also draw crowds in hopes of catching "the big one". Mid-summer, when the river is calm, locals like to float the river on inner tubes or kayaks. Paddleboarding, swimming, sunbathing, and picnicking are also popular past times on Hollecker Lake, a no-motor lake located just 1 mile north of town on Highway 16.

Those visitors who enjoy shopping can check out our charming downtown featuring artisan shops, boutiques, and a regionally renowned thrift store. Murals, bronzes and our historic Bell Street Bridge that is illuminated in different colors each evening are a fun highlight for locals and visitors. Several restaurants, eateries, and food trucks are located throughout Glendive and provide a variety of delicious fare. The Frontier Gateway Museum showcases Glendive's robust history from prehistoric times to the 21st century and includes major indoor and outdoor exhibits with fossils, Native American artifacts, homesteading, settlers, cattlemen, and railroad displays. The Dinosaur and Fossil Museum, located just one block away, features 24 full-size fossil exhibits and numerous single fossil exhibits in context to Biblical history. Visitors can also book guided fossil dig tours, available half-day through the museum.

Those who want an adrenaline filled day can venture out to Short Pines OHV to explore 2800 acres of off-road trails that can be blazed at their own pace. This is located 7 miles south of Glendive and is open year-round. Primitive campsites and a designated shooting area are also a draw for this recreation space.

Agritourism presents a significant opportunity for the economies of Glendive and Dawson County. While the agritourism market has been steadily growing, Glendive has yet to fully capitalize on these opportunities. We continue to educate our community about the potential benefits of agritourism, hoping

to see more agritourism activities flourish in the near future.

1d. Potential Challenges:

Our primary concern lies in the shortage of camping sites within our region. Even Makoshika, Montana's largest state park, falls short in providing sufficient campsites to accommodate the influx of visitors, and it lacks the amenities that modern travelers, especially those with young children, expect. However, for those seeking an authentic rustic camping experience with breathtaking vistas that are easily accessible, Makoshika State Park offers exactly that. We view the shortage of camping facilities as an opportunity for local businesses to fill the gap. We are committed to collaborating with the park authorities and local economic development initiatives to address this need for our visitors. Additionally, we recognize the challenge posed by Glendive's lack of a distinct identity. This absence of a cohesive identity can complicate external marketing efforts and branding initiatives undertaken by businesses and organizations in our area. Another challenge is our museums are mainly staffed by volunteers and cannot stay open into the bookend seasons. We see emerging demographics of "beat the crowd" visitors in late April and well into October, yet we don't have museums open for them to visit.

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

Our destination embodies the essence of the Montana Brand by preserving and showcasing the authentic character of Montana while establishing tourism landmarks. We take pride in our unspoiled vistas of the badlands and advocate for responsible recreation, recognizing the precious gem we have and our desire to share it with both our neighbors and the world.

Our area offers a wealth of unspoiled natural beauty, including outdoor landscapes, trails, fishing spots, hunting grounds, and more. Makoshika State Park epitomizes this in multiple ways. Situated along the banks of the Yellowstone River, we provide exceptional fishing and agate hunting opportunities, earning the title of the Paddlefish Capital of the World and producing some of the finest caviar globally. Day hikes rank as the top activity attraction for High-Profile Visitors (HPVs), with Makoshika boasting nearly 20 miles of trails of varying difficulty levels, all suitable for day hikes. Combined with camping and a plethora of outdoor activities, Glendive perfectly aligns with the outdoor-oriented psychographic profile of travelers identified as target markets for Montana.

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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):

Our target markets are primarily in three categories.

1. Outdoor-orientated: Those who are looking for outdoor experiences from fishing, hunting, camping, hiking, fishing, ATV riding, and more.
Glendive sees a large number of anglers and hunters for upland birds, deer, and antelope. These niche demographics help extend our visitor season well into the fall and attract early-season visitors each year with the unique experience of paddle fishing.
2. Family travelers. We have a number of free or low-cost attractions to engage the family. Families can take in everything from day hunting for dinosaur fossils to the local splash park, to camping under the vast night Glendive also provides niche opportunities for the historic buff with our three museums, historical homes, and National Historical Register Dion block downtown and we also have a Clark on the Yellowstone tri-kiosk for the Lewis and Clark historians.
3. "Pit Stop" Travelers - Those planning travel that takes them through Glendive, we are less than a half days drive from Regina and Rapid City. We are just a day's drive from Minneapolis and that is our number one out-of-state visitor as Minnesota consistently ranks as the number one non-resident traveler in Makoshika State Park. Other than our home county of Dawson County, Gallatin County in Montana is the number one county visitor that takes in Makoshika State Park. We are currently marketing in Bozeman and Belgrade, MT. Makoshika is now seeing close to 150,000 visitors per year.

3b. What research supports your DMO strategy? :

Our DMO has been utilizing many different sources to acquire well rounded data on Destination analysis, this includes, ITRR, Datafy, and MOTBD tourism data. We used DATAFY, a trusted partner, and have gathered data from the 2023/2024 year to know our visitors During our Fall Campaign, we saw that 22% of our visitors came from the Minot-Bismark-Dickinson-Williston DMO staying an average of 1.3 days. Nineteen percent of our visitors came from Billings staying an average of 1.6 days. We respect these tourism partners and trust the data including the 2016 Destination survey, ITTR's annual survey data, and MOTBD information. Our FY 24 plan implemented a strategy to help define not just what the visitors in Montana want but as our own DMO, we want data on Glendive and Dawson County that is current.

The Glendive DMO has the unique position of having a positive partnership with Makoshika State Park and can use the visitor data they gather. This data along with MOTBD, ITTR, Datafy, and Destination Analysts

is valuable to our region and Glendive. Four of our three pillars of tourism are listed in the 2016 DA survey and this information supports keeping our pillars of recreation, dinosaurs, history, and agritourism since the community is so strong in agriculture.

3c. What are your emerging markets?:

There's a growing trend in surrounding states towards ATV rallies and increased ATV/OHV usage. Fortunately, we're home to the Short Pines OHV area, managed by the Bureau of Land Management, spanning nearly 3,000 acres. This trail system has seen a consistent rise in visitors, prompting the installation of a visitation counter by the BLM in 2020 to accurately track usage data for the foreseeable future.

We are seeing an emergence of experienced based markets. This opens up the opportunity to create "packages" for our visitors.

Agritourism is an emerging market for the economies of Glendive and Dawson County. Despite the steady growth of the agritourism market, Glendive has not yet fully taken advantage of these opportunities. We are committed to educating our community about the potential benefits of agritourism, with the aim of seeing more agritourism activities thrive in the near future.

Our focus also turns to the emerging market of fall travelers and hunters, as interest in autumn travel has been increasing. We intend to cater more to the needs and interests of our fall visitors, helping them discover adventure in our milder temperatures, and working with our museums on staying open later in the bookend seasons. Targeted marketing ads and collaborating with local museums to extend their operating hours into the fall season will be key strategies. Through research, starting with DATAFY, we aim to track the upward trend in fall visitation, facilitating increased engagement from museums, local destinations, and businesses.

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

Our team has exciting plans to further improve our newly launched Discover Glendive website's functionality and overall appeal to tourists. In addition to our current features, we are working on adding a new "Plan Your Trip" section to the website which will provide visitors with useful information about nearby attractions, activities, restaurants, and accommodations. Our aim is to create a more dynamic and engaging website that will further promote the beauty and charm of Glendive to tourists.

We will also be collaborating with Makoshika State Park to create one or two trail maps that can be distributed to visitors, making it easier for them to explore the park's numerous trails and scenic spots.

Moreover, we will offer our assistance in updating the wayfinding signs located at the south end of Merrill Avenue, ensuring that visitors can easily find their way to the park. Furthermore, we are excited to promote Makoshika State Park's archery range and multiple unique events to visitors.

Our team has been diligently working on a comprehensive advertising campaign called "Glendive 5" that aims to promote the unique experiences that Glendive has to offer. This campaign will include a mix of social media and print ads that are specifically targeted towards selected markets, with the aim of reaching a wider audience and generating interest in visiting Glendive. In addition to our advertising efforts, we also plan to install signs at the Dawson Community Airport and the Bus Depot that showcase some of Glendive's unique attractions and experiences. These signs will serve as a warm welcome to visitors and provide them with a glimpse of what they can expect to experience during their stay in Glendive. Moreover, we have identified the need for more wayfinding signs in downtown Glendive and other tourist locations. These signs will help visitors navigate around the city and locate the various attractions and amenities that Glendive has to offer. Our team is committed to making it easier for visitors to enjoy their stay in Glendive and to ensure that they have a memorable experience.

We have set a goal to update at least one billboard along the busy I-94 highway this year, with the aim of attracting more visitors to our region. Additionally, the Glendive Chamber/ Visitor Center is currently in the planning stages of making significant updates to their building and creating new signage that will be visually appealing and make it an even more attractive place for visitors to stop and explore. These updates are part of our ongoing efforts to enhance the tourism experience in our area and bring more attention and business to our local community.

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
Increase website views , by further developing the website's SEO and Google listing, as well as using strategies to create a more visible dynamic site. This increase should result in a return on visitation numbers.	Using data received from our website analytics we can rate visits to the website and compare them to the FY24 rates. Increase website visits by 20%		

Increase the average time that website views spend on the discoverglendive.com website, compared to FY24.	Using data available through our website analytics we can compare average time spent on the website to that of FY24. Have a 15% increase in the average time visitors to the discover Glendive website compared to FY24.		
Attract more visitors to Makoshika State Park. Our goal is to see an increase in visits to Makoshika State Park as compared to the previous year.	We will work with State employees at Makoshika State Park to obtain and analyze visitation numbers obtained from the park's counting system. Our goal is to increase park visits by 2%.		
Our goal is to host at least one FAM trip this year. We plan to work with Visit Southeast Montana and Makoshika State Park to create joint venture opportunities.	Our metric will be to complete one FAM trip and will be having successfully completed one cooperative marketing venture. The trip could be for a press or group FAM trip.		
Our goal is to increase visits to Glendive during non peak seasons. With strategies of targeted marketing campaigns and social media advertisements.	Our goal is to increase visits to Glendive during the non-peak seasons by 5%. Data obtained from our Datafy research will be used to identify peak and non peak times, as well as the best markets to target with advertisements in a		

	variety of formats. We will be successful if we see an increase in visitors during the non-peak months through data obtained by ITRR and Zartico.		
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Budget Form: Glendive DMO FY25 budget.xlsx

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DMO Budget:
Glendive DMO

Allowable Method	Amount Budgeted	% Budgeted	Amend +/-	Updated Budget	% Budgeted
Administration	\$6,088.00	20.00%	\$0.00	\$6,088.00	20.00%
Paid Media	\$15,000.00	49.28%	\$0.00	\$15,000.00	49.28%
Education/Outreach	\$2,500.00	8.21%	\$0.00	\$2,500.00	8.21%
Marketing Personnel	\$500.00	1.64%	\$0.00	\$500.00	1.64%
Product Development	\$1,000.00	3.29%	\$0.00	\$1,000.00	3.29%
Visitor Services	\$1,000.00	3.29%	\$0.00	\$1,000.00	3.29%
Website Development (Online, Website, Mobile)	\$1,500.00	4.93%	\$0.00	\$1,500.00	4.93%
Opportunity Marketing	\$1,000.00	3.29%	\$0.00	\$1,000.00	3.29%
Joint Ventures	\$953.00	3.13%	\$0.00	\$953.00	3.13%
Earned Media/Tourism Sales	\$900.00	2.96%	\$0.00	\$900.00	2.96%
	\$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%
	\$0.00	0.00%	\$0.00	\$0.00	0.00%
	\$0.00	0.00%	\$0.00	\$0.00	0.00%
TOTAL BUDGET	\$30,441.00	100.00%	\$0.00	\$30,441.00	100.00%

Revenue Projection	\$30,441.00
Funds not spent during previous fiscal year	\$0.00
Rollover Funds at Commerce	\$0.00
Allocated Following Audit	<u>\$0.00</u>

Budget increase total

\$30,441.00

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Narrative Evaluation: