



## **Prepare for Roosevelt: Boost Your Business for 2026**

8/28/25

Dear Business Owner,

Next year will bring an extraordinary surge of visitors to our region. The Theodore Roosevelt Presidential Library will celebrate its grand opening in Medora on July 4, 2026, with an estimated 10,000–15,000 people attending that single day and over 150,000 visitors in its first year. This influx will ripple into all surrounding towns, creating a once-in-a-generation opportunity for local businesses to capture new customers. A few simple steps can make a big difference—such as mentioning the Library in your social media posts (“Stop by [Your Shop Name] after visiting the Theodore Roosevelt Presidential Library”) or creating a short website update with those keywords (“Planning your trip to the Theodore Roosevelt Presidential Library? Don’t miss [Your Shop Name] just down the road.”). These small tweaks help web searches and AI tools connect potential visitors directly to your business.

These are just a couple of quick examples—there’s much more you can do to maximize this tourism wave. To learn practical, low-cost strategies, we encourage you to attend the upcoming Digital Marketing Essentials for Small Business Workshop, hosted by Miles Community College and the Montana SBDC. A flyer is attached, and you can register at this link: <https://mtsbdc.ecenterdirect.com/events/6114>.

Don’t miss this chance to get your business ready for the Roosevelt boom!

Sincerely,

Teresea Olson

**Community Development Specialist**

[Eastern Plains Economic Development Corporation](https://www.epedc.com)

Ph. (406) 989-0267

[tolson@epedc.com](mailto:tolson@epedc.com)



AMERICA'S  
**SBDC**  
MONTANA



**REGISTER NOW**



Funded in part through a cooperative agreement with the U.S. Small Business Administration. All opinions, conclusions, and/or recommendations expressed here are those of the author(s) and do not necessarily reflect the views of the SBA. Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance.

# DIGITAL MARKETING ESSENTIALS FOR SMALL BUSINESS

(Free In-Person Workshop)

BOOST YOUR LOCAL REACH USING SIMPLE, LOW-COST DIGITAL TOOLS.

## OUR COURSE

### **Google Business Profile Optimization**

Claim, verify, and improve your local visibility

### **Low-Cost Website Tools**

Build a solid web presence on a tight budget

### **Basic SEO Techniques**

Boost your ranking—no tech jargon

### **Social Media Best Practices**

Learn what actually works to grow your audience

### DATE

21 October, 2025



### TIME

9:00 AM- 11:00 PM



### LOCATION

Miles Community

College

– Room 106

