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Application

Instructions

Print to PDF will convert the application plus any PDF attachments into a single PDF file. **Release for Review** will change the status of the application to Under Review and move it on to the evaluation process. **Negotiation** will allow you to unlock one or more sections of the application and route the application back to the applicant for further editing. **Annotations** allow internal staff to add notes that are visible to internal staff only and possibly also reviewers if they have a special security privilege. The applicant cannot see these notes. **Versions** will display all component versions that were created as a result of the negotiation process. **Feedback** allows staff to enter feedback about the application to the applicant. The feedback text will appear at the bottom of the application and will be visible to anyone who has access to the application. **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.

Application Details

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15254 - FY15 Region/CVB Marketing Plan - Final

16751 - FY15 Butte Silver Bow CVB Marketing Plan
DOC Office of Tourism

Status:	Under Review	Original Submitted Date:	04/30/2014 8:47 PM
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Applicant Information

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Organization Information

Name:* Butte Silver Bow Convention and Visitors Bureau

Organization Type: State Government

Organization Website: www.buttecvb.com

Address:* 1000 George Street

***** Butte Montana 5971
City State/Province Postal Code/Zip

Phone:* 406-723-3177

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Community & Brand Support

1. Describe your destination.

Describe your destination (who you are, who you wish to attract and why would they come) addressing your strengths, opportunities, and potential challenges. How does your destination align with Montana's brand pillars?

Butte appeals to the geotraveler looking for a place of authenticity, history, and heritage, as who we were, is still who we are...a mining town, a place of hard work, good times, and a love of people. As the mining processes have changed, we have saved and cherished how we began, clinging to our past, as we move toward the future.

At first glance, our scarred earth does not give the impression we are environmentally aware as we continue to mine for rich copper ore, but we are proud to share our reclamation successes, and make money on our visitors to view the Berkeley Pit, sharing the mining story.

Minutes from our city center we are able to show our pristine and scenic side with access to:

- Approx. 3.3 million acres of the Beaverhead-Deerlodge National Forest, the largest forest in Montana and it's 3,000 miles of motorized and non-motorized trails
- Anaconda-Pintler wilderness ares, covering 3 ranger districts
- 300,000 acres of BLM lands in the Butte Field Office and 900,000 acres in the Dillon Field Office
- Only 30 minutes from Butte on 27 miles of paved roads the Pioneer Scenic Byway taking a trip through the Pioneer Mountains, Coolidge Ghost Town, Crystal Park, Elkhorn Hot Springs.

We love company and the chance it gives us to share our story and lifestyles. We are proud of our accomplishments and our ability to overcome obstacles. Butte is a story, and we love to tell the story to all who will listen.

Strengths

- Intersection of I-90 & I-15
- Between Yellowstone & Glacier National Parks
- Historic District designation
- Montana Folk Festival/Evel Knieval Days/An Ri Ra, there is always something to do
- Destination resort in Fairmont Hot Springs
- Montana Tech
- Ease in navigating around Butte and easy access to outlining areas
- Minutes from mountains and waterways
- Jack Nicklaus Signature Golf Course-20 minutes away
- Some of the lowest airfares in and out of Montana via SkyWest

- 23 Attractions
- Community wide branding taking "Richest Hill on Earth" and linking it to all we have to offer
- Approx 1 hour from Helena, Missoula and Bozeman
- Most lodging facilities are locally owned, a sense of community and pride
- Restaurants are mostly locally owned and operated
- Community cohesiveness and TEAM spirit
- A directive from our Chief Executive to coordinate efforts with regard to all types of promotion

Challenges

- Short summer season
- Few attractions are open all year or for longer seasons
- Limited air service
- Limited promotional dollars compared to our sister cities
- Limited shopping
- Very few chain restaurants
- Need to educate front line personnel of what there is to, "nothing" can no longer be the response
- Sharing our amazing outdoor recreation
- Perceived lack of conference hotel/venues
- Limited workforce for hotels and restaurants

Montana Brand Pillars

More Spectacular, Unspoiled Nature than Anywhere in the Lower 48

We know we aren't unspoiled at first glance, or maybe even second glance, but we are fortunate to be in a state known for it's majesty. We offer spectacular views and wildlife, just beyond the mountains and minutes from our downtown.

Vibrant and Charming Small Towns that Serve as Gateways to our Natural Wonders

Butte can boast about it's convenient and close proximity as we are only: 2 hours north from Idaho, 4 hours south of Canada and 4 hours east of Washington, we are a gateway as visitors travel the I-15/I-90 corridor. We, like many of our sister cities, claim to be the perfect location as visitor travel to/from Yellowstone and Glacier. We offer our visitors the small town feel with our lack of: box stores-but small shops, chain restaurants-but simple food. The small town feel extends to the assistance of "I don't have it, but let me call___"

Breathtaking Experiences by Day...and Relaxing Hospitality by Night

Oh Butte runs the gambit here: visit one or all of our 23 attractions from the Granite Mountain Memorial, World Museum of Mining, Orphan Girl Mine Tour, St. Lawrence and Holy Trinity Orthodox churches, Copper King Mansion, Mining Museum, Old Butte Historical Adventures, Dumas Brothel, Picadilly Transportation Museum, Walking Tour of our Historic District, Headframes, Berkeley Pit, Trolley Tour, Butte Urban Safari Tour, KC Sports Museum, Clark Chateau, Mother Lode Theatre, Montana ATV Adventures, Butte Archives, Visitor Information Center-George Grant fishing flies, Lexington Stamp Mill, Mai Wah, and Our Lady of the Rockies. If it is a festival, beer-fest, sporting event, or conference, visitors can expect the kind of hospitality that will make them want to return.

If outdoor recreation is what a visitor wants: fishing, hiking, biking, golfing, folging, climbing, boating, floating, rafting camping, downhill and/or cross country skiing, snowmobiling, or snowshoeing. At the days end Butte offers many lodging opportunities, including the Copper King Mansion and Toad Hall Manor, bed and breakfasts. Restarants, bars, music, gaming, bowling, simulator golf, to name some of the evening entertainment offered in Butte.

Optional: Include attachments here

2. How will your marketing plan address the three phases of the travel decision process of inspiration, orientation and facilitation?

Inspiration:

It is important we be able to capitalize on the message MTOT sends about our state and her offerings. I am confident we have many of the interests on the geotraveler mind. Butte will use TBID to work with Partners Creative in purchasing ads in publications and on websites through the MTOT cooperative marketing partnership. Working with the tourism regions of SWMT and Glacier Country we look for more interest to be generated in this area. With the popularity of our festivals, it is easier to invite a current visitor back than to try to always be looking for new ones. We have proposed a variety of travel shows, we hope the relationship building at ABA, NTA, Go West and RMI will see more visitors to our area. Also the Calgary Outdoor Show continues to be a valuable show for our area for our offerings.

Orientation & Facilitation: We are excited to partner with MTOT on our website whereby Butte will capitalize on the "bells and whistles" our tourism leader. This site is to assist our visitors with all necessary information on Butte-Silver Bow. We will again produce a concise and easy to use visitor guide, giving brief but important information on our offerings.

Given the recent advances Butte will have: E-Marketing grant for a mobile website and app for Uptown Butte, Interactive Map of the urban trails and various trails around Butte, and the Whitetail-Pipestone map we are ripe for giving visitors the tools they need to explore our area.

Optional: Include attachments here.

3. Who is your market?

a. Define your target markets (demographic, geographic and psycho-graphic)

A significant number of our visitors are non-resident visitors, according to the numbers garnered from our Visitor Information Center and Berkeley Pit, which correlates with the ITRR; WA, Canada,

CA, TX, ID, OR, MN. Secondary Market for us is our Montana residents.

Our visitors are older in age: 55-74 being the first group, 45-54 is the next largest group. The average income is lower, \$50,000-\$75,000, followed by the income bracket of less than \$50,000 indicating a group of travelers retired/no longer working. Still not as tech savvy, our visitors are using the front line personnel for information, highway maps, and VIC's for information. Map applications are being used more, which is promising.

b. What are your emerging markets?

We are working to expand into the outdoor recreationist with the mapping of trails, primarily in the forests, in coordination with the Butte-Silver Bow Government, Beaverhead-Deerlodge National Forest, MTOT, Butte Chamber of Commerce and TBID. This market will not only help us during the busy season, but is a great way to attract and keep visitors in the shoulder and winter months. Attracting the outdoor recreationalist will be done through co-op marketing opportunities funded through the TBID under the CVB name, maps being hosted on the CVB site, availability of information in our hotels and restaurants through programs funded through the TBID with a fall & winter campaign and summer placemat project.

We will continue to work the international market, as we know it takes time for this market to grow.

c. What research supports your target marketing?

From the ITRR 2013 Non-Resident All Quarters 2013 - Spent a Night in Butte

72% Car/Truck

11% Air

11% RV/Trailer

19% Spent a Night in Glacier Country

15% Spent a Night in Yellowstone Country

22% Entered Through Superior

13% Entered Through Wibaux

11% Entered Through Monida

17% Live in Washington

9% Live in Idaho

6% Live in Arizona

5% Live in Minnesota

5% Live in Alberta, Canada

5% Live in Colorado

53% Visited YNP

28% Visited Other State Parks

24% Visited GNP

60% Scenic Driving

39% Nature Photography

30% Wildlife Watching

27% Camping

22% Were with 1st Timers

63% Were All Repeat Visitors

83% Plan to Return in 2 Years

90% Brought Wireless Technology

32% 55-64 Years

32% 65-74 Years

29% 45-54 Years

46% Couples

60% Male

40% Female

30% \$50,000-\$75,000 Household Income

Optional: Include attachment here.

4. Overall Goals

We will continue to work with all entities: local government, local economic development entities, forest service, BLM, Mainsteeet Uptown, TBID, attractions and Chamber to NOT duplicate efforts, but to work toward the same goals and direction.

Continue to keep active and accurate listings of: attractions, businesses, restaurants, and events.

Shared information on what there is to do, so the response from front line personnel is "nothing"

Optional: Include attachments here.

[ITRR Butte Non-Resident 2013.pdf](#)

5. Cooperative Opportunities

a. In what types of co-ops with MTOT would you like to participate?

Any cooperative opportunities will be brought to the TBID for funding assistance as the CVB is considerably smaller. This was done in FY1314 with success.

b. In what other types of co-ops would you like to participate? (Regions/CVBs, etc.)

As stated above the Butte CVB has a small budget, so co-ops will be done with funding from the TBID. We understand it is important to work with MTOT and SWMT in marketing efforts that highlight not only Montana but in particular our area. Should any opportunities come forward to assist in promoting our outdoor recreation, the TBID will take the opportunity into consideration.

c. What types of co-ops have you done in the past? Were they successful - why or why not?

The TBID participated in some co-ops with the MTOT; iExplore, Backpacker, History Channel, National Geographic Traveler, it is too early to tell of the successes. Many years ago the CVB participated in a co-op with MTOT with Good Housekeeping, this was a very successful campaign for Butte.

Optional: Include attachments here.

Include pie chart here.

[CVB Pie Chart FY1415.docx](#)

Marketing Segment, Strategy & Budget

Marketing Segment	Marketing Method	Does research support this method?	Describe your method.	Supporting research/statistics	Provide a brief rationale.	Plan to measure success?	Marketing Method Evaluation	Estimated budget for each method.	Non bed tax funds?	Add'l Atchmnts
Consumer	Print Advertising	Yes	<p>The Butte CVB will continue to place a full page ad in the SWMT Guide as we sit in this travel region and Butte is one of the two major cities in SWMT. Butte is mentioned frequently in the SWMT not because we place an ad in this guide, but because of our location.</p> <p>The Butte CVB will continue to place a 1/2 page ad in the Glacier Country Guide. This is important to us to have a presence for those visitors planning on traveling out of Glacier Country and heading east to SWMT.</p> <p>The Butte CVB will continue to place business card sized ad in the Certified Folder Yellowstone and Glacier maps. These maps naturally are distributed by Certified Folder appearing in their racks.</p> <p>In reading this Marketing Plan you will be tired of hearing that Butte is between Yellowstone and Glacier.</p>	<p>From the ITRR customized reports, keeping the report broad; all quarters of 2013, with one night lodging in Butte. The following information was shared: 19% of these visitors spent at least one night in Glacier Country, 53% visited Yellowstone and 24% visited Glacier, 21% listed Yellowstone and 21% listed Glacier as their primary attraction.</p>	<p>The Butte CVB is only placing ads in our own tourism region, Southwest Montana, Glacier Country and the maps Certified Folder produces for Yellowstone & Glacier. We feel these are good opportunities for Butte to be featured as our location is already a part of the travel plans for visitors who are already in our area. Visitors going from Park to Park have a propensity to travel by Butte, thus we are looking for then to stop</p>	<p>With every request for visitor information to be sent out a form in completed. Questions with regard to where the potential visitor heard of us is asked with tracking related to SWMT, Glacier Country and the Certified Folder maps. If a visitor does not indicate any of these publications their response is entered under "other".</p>		\$6,250.00	No	

					and stay a while.					
Consumer	Online/Digital Advertising	Yes	The Butte CVB will participate with Glacier Country by having a banner ad on their website, to increase Butte's presence to those traveling or interested in our national park to the north.	Given the continued use of the internet to showcase and assist visitors traveling to and directing them while in or near the state the Butte CVB feels this is a great way to compliment our print ad in the the Glacier Country Visitor Guide and to further entice the visitor to spend time/night in Butte when traveling out of Glacier Country. From the ITRR summerizing non-resident visitors who have spent a night in Butte, 19% have spent a night in Glacier Country. In looking at the same report for Glacier Country the demographics with regard to their visitors compared to Butte's visitors are very similar, which is good in the sampling size for Glacier Country was much larger than the sampling size for Butte.	As travelers use the internet to visit various places at a varies times during the travel planning phase, we want to have Butte's information available, especially since 19% of visitors who have spent a night in Butte had spent a night in Glacier Country.	Once our new website is developed with the assistance from MTOT we will be able to track through Google Analytics some of our success.		\$750.00	No	
			The Butte CVB is still using Tempest Technologies to host the website, this will continue until the CVB is able share the opportunity presented by partnering with MTOT on their new website roll out. As such the hosting fee per month is \$25. To cover the hosting fee for 4 months \$100 is needed. Also the Butte CVB will be hosting an interactive map of: Maud S. Canyon, Thompson Park, Butte-Silver Bow Urban Trails including the Greenway, and the Continental Divide National Scenic Trail. These maps will be downloadable on computers and mobile devices, both Android and IPHones. The Butte CVB is very excited to have maps of our city and recreational	As our visitor moves to the utilization of smartphones and	Nothing is free, but we feel Butte has found some very inexpensive	GoogleAnalytics will be used to track the use of				

Consumer	Website/Internet Development/Updates	Yes	<p>opportunities coming our way. This project is cooperatively funded through the Butte-Silver Bow Government, Beaverhead-Deerlodge National Forest, and the Butte-Silver Bow TBID.</p> <p>In anticipation of the needed updates Tempest will need to make to host the Interactive Map on the current CVB site and any other updates needed until we are able to work with MTOT, we are setting aside funds to cover this work. Should the visits per month to access the Interactive Trail map exceed 10,000 visits/month the hosting fees will increase from \$5.00/month thus we budgeted money to cover these expense.</p>	<p>other electronic devices it is important we keep the site we have operational.</p>	<p>ways to have an on-line presence, it is important funds are available to cover these costs.</p>	<p>the Butte CVB website as well as the new Interactive Trail Map being added.</p>	\$1,485.00	No	
Consumer	Mobile Applications	Yes	<p>The Butte CVB along with the Butte-Silver Bow Government was awarded a 2014 Tourism E-Marketing Technology Grant in the amount of \$9,000 for a Virtual Tour Website and Mobile Tour App. As a part of the grant application Ongoing Costs were outlined, some of which would be paid by Butte-Silver Bow Government however with the line item for the E-Marketing Technology Grant of Mobile Tour App Service/Subscription Fee a shared amount of \$2,500 would be needed to be funded in part by the Butte CVB.</p>	<p>From the ITRR for 2013 "Mobile Apps" appear as a segment when asking the non-resident visitor about "Info Sources Used for Trip Planning" and "Sources Used During Trip" This segment does not appear for the same report for 2012, indicating "mobile apps" now play a significant role in trip planning and assistance during the trip.</p>	<p>As with any information, updates upgrades are needed and expected. It is important funds are available to cover these costs.</p>	<p>GoogleAnalytics will be used to measure success of this project along with another Visitor Assessment will be conducted by Butte-Silver Bow Government.</p>	\$1,250.00	Yes	
Consumer	Travel Guide	Yes	<p>Although we hope to see less printed guides produced, the Butte CVB still has a significant need for the Butte Visitor Guide, especially since one has not been produced since 2012. The Guide does not change dramatically; new photos restaurants, attractions and hotel updates. This Guide is a simple publication with no advertisements. The Guide is 24 pages with photos and brief snippets about Butte's attractions, with websites, hours of operation, contact information. Also in the Guide is the most recent, at least at the time of printing, of all restaurants with addresses and phone numbers. Hotels are listed with photos, brief description of</p>	<p>The VIC receives requests for visitor information for those who do not have access to the internet. The Visitor Guides are distributed to</p>	<p>It is appreciated by our visitors who request a visitor guide to have them available. Our guide does not contain any advertisements,</p>	<p>All tourism related information requests are logged by where the visitor heard about</p>	\$16,000.00	No	

			<p>offerings, address, website and phone numbers. The Visitor Guide for FY13-14 has yet to be printed, so it is anticipated the need for 20,000 guides will be needed in the late winter-early spring 2015. There are fees associated with the design changes needed along with printing costs.</p> <p>The Butte CVB still contracts with Certified Folder to have the Visitor Guide in their racks.</p> <p>A PDF of the Visitor Guide also is found on our website.</p>	<p>groups visiting Butte for conferences and conventions.</p>	<p>only information on our attractions, hotels, restaurants. It is a very simple piece.</p>	<p>Butte.</p>			
Consumer	Printed Material	Yes	<p>Throughout the year Attraction Sheet/Tear Off Map is distributed at the VIC, hotel, restaurants, events and sporting venues. This piece has been printed and used year after year. This past year we printed the ASTOM in color, featuring attractions that are either open year round, or have a longer open season. The map on the ASTOM shows major streets, attractions and sporting venues. Because of the ASTOM ease of use it truly is one of the best tools we have to direct our visitors around the city.</p> <p>Changes are made to the ASTOM and as such we estimate design change charges of \$700. We print 20,000 annually, estimating the print bid to be somewhere around \$4,000.</p>	<p>Because the ASTOM is a much sought after piece we know they are used and requested.</p>	<p>This piece is given out more frequently than our visitor guide, as the visitor guide is a more indepth piece. Many times visitors need simple and easy information on what is available and a map for locating our attractions. This is the perfect product to entice visitors to stay, if more information is needed the visitor guide is also given out.</p>	<p>The ASTOM is not logged by who uses the piece, but every year all outlets run out, thus we know the piece is heavily used.</p>	\$4,700.00	No	<p>AttractionsSheet_14.pdf</p>
Consumer	Billboards/Out-of-Home	Yes	<p>The Butte CVB has access to 2 billboards. The Butte CVB pays rent on the billboard in the eastbound lane of I-90 before Garrison Junction. FY13-14 the vinyl was changed to something we hoped would spark interest. For a billboard with rent costing only \$500.00 it is felt it is important to keep this board.</p> <p>The TBID will fund 2 billboards for Mainstreet Uptown, promoting our signature summer festivals. Coupled with the Garrison board and the billboard just prior to the</p>	<p>Naturally the best billboard is the one right before your facility or exit. Given the inexpensive amount we pay for the Garrison location we feel the enticing vinyl along with the billboard for the Butte CVB just prior to the VIC exit should entive people to stop.</p> <p>In the past the billboard prior to our VIC exit had a picture of the</p>	<p>The billboard is in the eastbound lane, is creative, newly re-done and for the price we feel it is a good investment.</p>	<p>The billboard at Garrison is different from the other billboards promoting Butte. It shows a woman dressed in vintage clothing, the photo was taken at the Copper King Mansion. We can track at our VIC those visitors inquiring where they can see what the photo shows.</p>	\$500.00	No	<p>Garrison Billboard.jpg</p>

			Montana Street exit for the VIC/Chamber Butte gets some good exposure very inexpensively.	Berkeley Pit with a line "1700 feet deep". Although the number of inquiries were not logged it did make an impression.						
Events	Press Promotions/Media Outreach	Yes	<p>Butte has successfully promoted itself as a "festival city", with the Montana Folk Festival, Evel Knievel Days, and An Ri Ra. The Butte CVB has funded the promotional efforts of the Montana Folk Festival for the past years. As An Ri Ra has moved from a paid admission to a free event, the Butte CVB feels it is important to assist in the promotional efforts of this event as well. Specific niches have been identified by the An Ri Ra organizers, as such the CVB wishes to help this free event take off in the same direction as our free festivals.</p> <p>Evel Knievel Days organizing committee has changed hands. In the past this festival has not come forward for any promotional assistance. The CVB would be willing to assist with this event, given the event proceeds the Sturgis event in South Dakota.</p> <p>With all of the festivals the Butte CVB has made it very clear monies recieved from the CVB are to be used only for promotion of the events targeting the non-resident visitor, thus any advertising has to be outside of Montana.</p>	<p>Butte as well as much of southwest Montana is aware of the success of the Montana Folk Festival. This festival is the first of 3 summertime signature events in Uptown Butte. The Montana Folk Festival continues to drive occupancy and rate over the festival weekend. Evel Knievel Days if they come forward for funding also is a great weekend for occupancy and rate. With the change in An Ri Ra to a free event Butte is expecting to see an increase in occupancy as well.</p> <p>The TBID has funded all three of these events to some degree in the past. Thus we have occupancy numbers from the past few years. We do not take into account any complimentary guest rooms offered during the events to house performers.</p>	<p>What better way to showcase a community than to have free and family oriented festivals? It is imparative these festivals continue to take place in Uptown Butte for many years to come.</p>	<p>Again an anonymous survey is sent by the CVB/TBID to gather information with regard to occupancy for each event. The Montana Folk Festival has worked with the ITRR on a "Survey in a Box" with great support and participation.</p>	\$30,000.00	Yes		
			The strategy to continuing to attend the domestic tour operator tradeshow/marketplaces/conventions of the ABA, NTA along with the international shows of Go West Summit and RMI Roundup, is to keep Butte, with our location between Yellowstone and Glacier, top of mind. By attending these	Research and statistics to support continued involvement in tradeshows encouraging the motorcoach market to visit not only Montana, but Butte as well, is shown in a						

<p>Group Marketing</p>	<p>Travel/Trade Shows</p>	<p>Yes</p>	<p>shows we work in unison with MTOT to maintain and increase awareness of Montana as a destination, as the beauty of the national parks extends far beyond their borders, offering spectacular scenery, small town uniqueness and hospitality.</p> <p>A tradeshow the Butte CVB has attended for 4 years with success is the Calgary Outdoor and Recreation Show held in late March - early April at Stampede Park. This show is attended by thousands of outdoor recreationalists of all ages. Our booth has been consistently positioned by Fairmont Hot Springs Resort, Glacier Country, Great Falls TBID, Town Pump Hotel Group, Kwataqnuq Resort and Glacier Park. There is a great deal of interest in Montana and surprising our Canadian neighbors are quite familiar with Butte and what she has to offer.</p> <p>Many of our sister cities also claim to be between Yellowstone and Glacier, but Butte has the intersections of I-90 & I-15 in our favor. We feel the national park connection is a great way to introduce ourselves to the motorcoach market, then adding our historic and festival attractions, as a way to gain more overnight stays.</p> <p>With the international show of Go West Summit this past year we saw the 2nd time international traveler looking beyond the typical locations of Las Vegas, New York, Disneyland/world, Los Angeles and such. The international visitor is moving into the United States with Yellowstone and Glacier increasing in interest and popularity.</p> <p>Rocky Mountain International Roundup participants are well informed on Montana and her offerings, making this show easy to attend and participate in. Further complimenting Butte's attendance is our past hosting of the Roundup and the FAM trip Butte is being included on in early May 2014.</p>	<p>snippet from the Motorcoach Census 2013. This is a study commissioned by the ABA Foundation to measure the size and activity of the motorcoach transportation service industry in the US and Canada in 2012. This study, prepared by John Dunham & Associates, shares information on the scope and impact of the motorcoach industry. In 2012, the motorcoach industry in the US and Canada consisted of 3,954 companies that operated 39,607 motorcoaches. These companies and their coaches accounted for 637,442,000 trips in 2012 up 1.7% over 2011.</p> <p>We see a significant number of visitors from Canada, in fact they represent the second highest visitor behind the state of Washington, according to our VIC and Berkeley Pit logs.</p> <p>The US welcomed over 67 million international visitors in 2012, a record number of visitors to the US, and nearly 5 million more than the year before. The UK, Germany, France, Australia, and Italy where RMI region states are well positioned, all ranked in the top ten for 2012 overseas visitation numbers to the US.</p>	<p>The best sales calls are to have the visitor here in your community, the next is to visit personally with decision makers which is why these shows are so important.</p>	<p>In many ways having only a small number of lodging properties in our city is a benefit, as the CVB has built a positive relationship with almost all of the hoteliers. Also given the TBID board is comprised of hotel owners and general managers, they know I need occupancy reports for a variety of sponsored events. I have been successful in sending anonymous surveys to my hoteliers asking for feedback. Given I understand their need to keep guest/group information private, the hotel partners have been very receptive and cooperative when I have surveyed them for information in the past.</p> <p>I will also measure the success of the Butte CVB by the number and interest in the tour operator appointments at the marketplace of these shows.</p> <p>With regard to the Calgary Show we can easily track our visitors. Given the number of Snowbirds traveling up and down I-15 this continues to be a viable market for Butte.</p>	<p>\$15,635.00</p>	<p>No</p>
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Marketing Support	Administration	Yes	<p>This portion of the budget is a co-op between the CVB and the TBID. One person holds the positions of Executive Director of the CVB and is also the Executive Secretary for the Butte - Silver Bow Tourism Business Improvement District. The CVB contributes \$15,000 towards the salary, with the remaining salary portion of \$35,000 coming from the TBID.</p> <p>The Executive Director of the CVB works with a board of directors to carry out the projects funded by bed tax dollars as decided through the Marketing Plan submitted to the TAC.</p> <p>The Administrative line items also allows for additional expenditures needed in the form of office items and operations for office.</p>	<p>This is the first time the Butte CVB has had this co-op paid position. For the past 1.5 years I have held this job, representing both the CVB and TBID. Because of the TBID funding to make this a salaried position of more than \$15,000 it has been easier to keep someone in the position. There has been a variety of times when Butte has had lapses in having a paid position, thus the organization falters.</p>	<p>By having a co-op paid position to promote Butte's tourism entities and encourage more overnight visitors there is not duplication of services as one person is fulfilling the duties.</p>	<p>Success can be easily measured by the completion of tasks/projects outlined in the Marketing Plan submitted to the TAC.</p>	\$17,195.00	Yes	
Marketing Support	TAC/Governor's Conference meetings	Yes	<p>Costs associated with attendance at TAC meetings, Governor's Conference.</p>				\$1,000.00	No	
Marketing Support	Fulfillment/Telemarketing	Yes	<p>The Butte CVB pays for the toll free number that comes into our VIC, postage and shipping of tourist information as requested by non-resident ,resident potential visitors, other VIC's and Chamber of Commerce by request only, and meals & mileage if Visitor Guides are taken to locations. The Butte CVB contracts with Certified Folder as the primary way of distributing our Visitor Guides to their racks along routes Yellowstone, Glacier and this year expanding into eastern Washington, Idaho, and northern Utah.</p>	<p>With the Butte CVB and TBID office located in the Chamber Building VIC I see firsthand the need travelers have for printed information. That being said the visitors only take what they need or have an interest in, putting back literature that is not needed. Even those visitors traveling with children do not encourage grabbing brochures. I feel much of this is due to people making a conscious decision to be "green" in their respect for the environment.</p>	<p>We need to have a way to get informtion to those requesting. We also need to make it easy for visitors or potential visitors to contact for free, thus the tol-free number.</p>	<p>We can look at our phone bill along with our log for postage to see if we are consistant with where we felt we should be. As time goes on we should see a decrease in postage as more and more visitors use electronic devices for information needs.</p>	\$7,850.00	No	
			<p>We are fortunate our VIC is in our Chamber of Commerce building which is open 12 months of the year. However in the summer the Chamber does not have funding to cover the need for extended</p>						

Marketing Support	VIC Funding/Staffing/Signage	Yes	<p>hours and weekend staffing. As such the Chamber pays for a staff person, Cheryl Ackerman to be at our front desk Monday-Friday 9am-5pm all year. Beginning on May 17 - May 23 and again Sept 2 - Sept 30 the VIC will be open 8am-6pm, Monday - Saturday, and 9am-4pm on Sunday. From May 24 - Sept 1 the VIC will extend the hours 8am-8pm with Sunday hours 9am-4pm. During the time from Memorial Day - Labor Day we have times when more than one staff person is available to assist our visitors. The Butte VIC is easily seen from the interstate and easily accessible off of the highway from the Montana Street Exit.</p> <p>Our VIC also is where our visitors can take the Chamber's Trolley tour which is offered 3 times a day during during the busiest part of the season. Because of a significant increase in visitors in May 2013 it was decided to begin the Trolley tours earlier. The VIC also offers our visitors a great deal of information both printed and via personal information because of the great view our VIC offers of the entire valley.</p>	<p>We see a need to have the VIC open 7 days a week with extended hours, as there is a steady stream of visitors stopping in with inquiries. If funding were available we see a need for VIC staffing on the weekends beginning in early May as I personally have had visitors in the VIC when I have been in to finish a project or retrieve an item.</p>	<p>We have our dated visitor sign our I guest book, this provides us with statistics along with a way to track where our visitors come from.</p>	<p>We will utilize the information gathered from the guest book.</p>	\$15,000.00	No
							\$117,615.00	

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Social Media	\$0.00	\$2,500.00
Consumer	Online/Digital Advertising	\$750.00	\$0.00
Consumer	Travel Guide	\$16,000.00	\$0.00
Consumer	Billboards/Out-of-Home	\$500.00	\$7,000.00
Consumer	Print Advertising	\$6,250.00	\$0.00
Consumer	Mobile Applications	\$1,250.00	\$1,250.00
		\$24,750.00	\$10,750.00
Events	Press Promotions/Media Outreach	\$30,000.00	\$25,000.00
		\$30,000.00	\$25,000.00
Group Marketing	Travel/Trade Shows	\$15,635.00	\$0.00
		\$15,635.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$15,000.00	\$0.00
Marketing Support	Administration	\$17,195.00	\$35,000.00
Marketing Support	Website/Internet Development/Updates	\$1,485.00	\$0.00
Marketing Support	Printed Material	\$4,700.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,000.00	\$0.00
Marketing Support	Fulfillment/Telemarketing	\$7,850.00	\$0.00
Marketing Support	Opportunity Marketing	\$0.00	\$2,000.00
Marketing Support	Opportunity Marketing	\$0.00	\$2,000.00

Marketing Support	Cooperative Marketing	\$0.00	\$30,000.00
		\$47,230.00	\$69,000.00
		\$117,615.00	\$104,750.00

Miscellaneous Attachments

Region/CVB Required Documents

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