



Application

55917 - FY18 Region/CVB Marketing Plan - Final Application

58716 - FY18 Butte CVB Marketing Plan
DOC Office of Tourism

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Organization Information

Name:* Butte Silver Bow Convention and Visitors Bureau

Organization Type:

Organization Website: State Government
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Community & Brand Support

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's location at the intersection of I-90 & I-15 we offer more than one way to access the national parks of Yellowstone and Glacier, as well the other major cities in Montana. Butte's Visitor Center, visible and accessible off I-90 & I-15, a place to stretch legs, use the restroom and gather information year-round. From the ITRR Interactive Data from 2016 we have learned 80% to 83% plan to return to Montana within 2 years. Coupled with information from the Montana Brand document we know 86% of our returning visitors are attracted to the less traveled areas. So why Butte:

Like every other community of any significant size, Butte offers: lodging, gas stations, restaurants, shopping, historic/cultural museums, interesting buildings, and people. But unlike communities of significant size, Butte offers to her resident and non-resident visitors a preserved glimpse into the past, as well as the future, along with easy access to trailheads where solitude and peace is found when spending time in the mountains, hillsides and beautiful vistas of the great outdoors.

The attractions showcasing our past:

*Copper King Mansion-Built by William Clark, this home is on the National Historic Registry. Tours are available year-round, however by appointment only in the off-season. The Copper King Mansion is open year-round as a bed & breakfast

*The Historic Clark Chateau-Built by William Clark for his son Charles as a wedding present, the Chateau is replica of a French chateau the young Clark's stayed on their honeymoon. Home to displays and programs, this facility is being lovingly refurbished.

*Berkeley Viewing Stand-When the pumps in the underground Kelley Mine were shut off in 1982 the first open pit mining site began to fill with water. This water is both beautiful and mind boggling to view. Filled with minerals and metals this unusual body of water is being treated and re-used. Signage and audio describe the past and current operations.

*Granite Mountain Memorial-Still the largest hard-rock mining disaster of all times, June 2017 will mark 100 years since this tragic event. This memorial keeps alive the stories of many who perished in the disaster. The stories are filled with love, struggles, and bravery. Although the site marks a tragic time in Butte's mining history, today visiting the memorial offers insight into the life of an underground miner while offering an amazing view of the valley and surrounding mountains.

*Old Butte Historical Adventures-With any old community there are stories of the people who lived and loved. OBHA shares the best of these stories, adding in the colorful characters who lived and walked the streets of Butte.

Piccadilly Transportation Museum-A collection of automobile paraphernalia from license plates to old gas pumps, signage of all kinds.

*Mah Wai Museum-The Chinese were an integral part of Butte's lifestyle during our mining heyday. Butte continues to keep this important ethnicity alive. The Mah Wai has many artifacts, photos and lifestyle items. Each year the "shortest, loudest, coldest" parade takes place in Uptown Butte, where the dragon goes before businesses to bless them for much success this next year. Although the Mah Wai is not open year-round, tours can be arranged in the off-season through OBHA.

Dumas Brothel-At this time we are unaware of the exact plans for the brothel.

Our Lady of the Rockies-Buses to the site run from mid-June through September. Our Lady has been on the East Ridge for just over 30 years. This monument represents faith, hope, love, inspiration, and the spirit of collaboration, for the Butte community. In the off season the movie of how Our Lady was built and put atop the Continental Divide is shown at the Butte Plaza Mall.

World Museum of Mining-This is the place where underground mining, and the lifestyle is explained and shown. Take tours 65' or 100' below the earth's surface to understand what it was like to work in the underground mine tunnels. A replica of a mining town site is available for tours. Events and programs take place throughout the season.

*Mineral Museum-If geology is of interest this is a sure stop on your trip through Butte. In addition to the 1,300 specimens are dinosaur bones and a live seismograph station, monitoring earthquake activity in the region.

*Butte Archives-Where our history is captured, stored and shared with anyone having an interest in Butte. The state-of-art archival vault houses photographs and documents all pertaining to Butte's history. Research assistance is available as well a year-round lecture series.

*Holy Trinity Serbian Orthodox Church-Not just a church but a place of worship where every space on the walls and ceilings are adorned with hand-painted frescos. The alter is home to hand carved icon screen. Home to about 150 families, weekly services and ministries are available.

*Visitor Center with the George Grant Fly Fishing Exhibit. George began an innovative style of fly tying in the early 1930s, and patented a unique method in 1939 (U.S. Patent No. 2,178,031). Grant was one of the first anglers to realize that large trout fed primarily beneath the surface on nymphs, and that one needed to imitate and learn to fish this insect-stage if one wanted to consistently catch large trout. Grant's nymphs imitated primarily large stoneflies such as the giant salmon fly, which grows up to two inches in length. In 1973, the Federation of Fly Fishers awarded Grant the Buz Buszek Memorial Award-an award plaque presented annually to that person who has made significant contributions to the arts of fly tying. Along with the hundreds of Grant's flies the VIC has a variety of taxidermy mounts of animals indigenous to Montana. A 300lb. bronze statue with copper patina of a dog named "The Auditor" who lived in and around the mining operations. "The Auditor" died in 2003.

Linked Adventures-Shuttle service and mountain bike rental company offering transportation to trailheads around the Butte area.

Outdoor Adventure Rentals-Rafts, kayaks, paddleboards available to get out on the rivers and lakes enjoying the water fun and fishing found in southwest Montana.

Butte Trolley Tours-Available at the Butte Chamber of Commerce/Visitor Information Center. Trolley tours begin mid-May through September. A trolley tour is a great way to get an overview of what Butte offers to her visitors. Tours are generally 1.5 hours in length offering information on the goings on in Butte.

"Thirsty Thursday Trolley Tour"-get a bit of colorful Butte history while stopping for a beverage at: Quarry Brewing, Muddy Creek Brewing, Butte Brewing and Head Frame Distillery. These are only available aft 5pm.

"Spooks & Spirits Ghost Tours"-book a ghost hunting and storytelling adventure with one of our knowledgeable tour guides. These are only available in the evenings.

Lexington Gardens Stamp Mill-featuring beautiful flowers and the authentic stamp mill from Butte's mining heyday.

*Gallus Frames throughout the Uptown District-Dotting the Butte landscape are tall steel structures which served as the hoist houses during Butte's underground mining days. Lit at night, these tall ominous structures are how Butte literally brought electricity to the world through the copper extracted through these mines.

*Mobile App with walking tours:

Ghost Signs

Mining Labor History Tour

Historic District Walking Tour

Painted Ladies

Ethnic History

*denotes attractions available year-round.

Not to mention:

Approximately 3.3 million acres of the Beaverhead-Deerlodge National Forest, the largest forest in Montana with 3,000 miles of motorized and non-motorized trails

Anaconda-Pintler wilderness areas, covering 3 ranger districts

300,000 acres of BLM lands in the Butte Field Office plus 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.

Who wouldn't want to visit?

Strengths

Intersection of I-90 & I-15

Visitor Center is open 12 months a year

Between Yellowstone & Glacier National Parks

Literally minutes from mountains for biking, hiking, horseback riding and OHV riding. Waterways where blue ribbon fishing awaits, rafting, floating, kayaking, and swimming.

Signature festivals and events:

- January: Snoflinga-Winter activity and recreation
 Elite Pro Bull Riders-Two-days of an indoor bull riding event
- February: Chinese New Year Parade-Uptown Butte with events at the Mah Wai Museum
- March: St. Urho's and St. Patrick's Day-Celebration by the Finnish and Irish.
- April: Bacon & Beer Brewfest-Indoor beers, music and food
- July: Freedom Festival-Fireworks on the 3rd, parade on the 4th
 Montana Folk Festival-Music, Dancing, Food, Vendors, Lifestyles
 Evel Knievel Days-Dare devilish weekend
 Butte 100-Mountain bike races, Sorini 25, and a 50 and 100-mile race courses
- August: Mining City Brewfest-Learn about specialty beers and enjoy the music
 An Ri Ra-Gaelic festival of music, dance, workshops, food and fun
- September: Original Festival-Music and Dance at the Original Mine Yard
 Covellite International Film Festival-View films of all genres in Uptown Butte venues
 Butte-toberfest-Beer and music at the Original Mine Yard
- October: Northern Rodeo Finals-Indoor rodeo finals at the Butte Civic Center

Farmer's Market-Saturday Mornings May-October-Historic Uptown Butte

Music on Main-Thursday nights by the M&M on Main Street, beginning mid-June

Movies at the Original-4 nights in August and September, bring a lawn chair, enjoy an outdoor movie

Other events complement the above listed events throughout the yearButte Economic Development Coordinating Committee (BEDCC) a large group of community leaders working toward common goals of business and tourism promotion utilizing the Montana Brand.

- Butte. Elevated. Logo and usage
- BEDCC understands the huge impact of tourism on our economy
- Ease in navigating around Butte and easy access to outlying areas
- Historic District designation
- 20+ Attractions
- Unique shopping experiences
- Ability to pull together organizations and volunteers to host and assist with events
- Home to the Montana Folk Festival
- More attractions open either longer, year-round or by appointment
- Fairfield Inn and Suites by Marriot open for business January 2017
- Clarion Inn & Suites/Copper King Hotel opened late April 2017, offering over 13,000 of convention space, this puts Butte back in the convention booking market after years of not having a quality facility to host these events.
- Destination resort, Fairmont Hot Springs Resort with newly renovated and expanded convention center
- Miner's Boutique Hotel-8 rooms opened in Uptown Butte in 2016, 4 more rooms being added

Othe hotels boasting renovations, continual upgrades

La Quinta Inn & Suites-Renovated 2011

Comfort Inn-Renovated with new exterior completed in 2015

Holiday Inn Express & Suites-New build, open 2013

Quality Inn & Suites-renovation scheduled to be completed 2017

Best Western Plus Butte Plaza Inn

Hampton Inn

Super 8

Days Inn

Americas Best Value Inn

Motel 6

Hotel Finlen

A great relationship exists between the Chamber of Commerce Executive Director, 35-member board of directors, TBID, CVB, Advantage Butte, Silver Bow Hospitality Association, Forest Service, Bureau of Land Management, Mainstreet Uptown, all departments at Butte-Silver Bow government, Bert Mooney Airport, major employers in the community, and other event planning organizations.

Approx. 1 hour from other larger communities Helena, Missoula and Bozeman. These communities offer air better air service. For those traveling from metropolitan areas, time spent from these communities to Butte for air service is not unusual, especially with relatively no traffic by comparison.

With a new airport terminal being built, the airport authority has called together a team of individuals representing community leaders, business persons, government entities and employees of SkyWest, our only carrier at this time. The goal of the group is to promote what Butte does offer with regard to air service: early booking savings where some of the lowest airfares in the region are offered, free parking at the airport, and other projects to benefit our local airport.

Seeing more attractions open to offering tours in the off-season with prior appointments.

Most lodging facilities are locally owned, offering a sense of community pride

Headquarters for 2 hotels groups Town Pump Hotel Group and Management Consultants

Restaurants are mostly locally owned and operated, even our fast food establishments

Few chain restaurants

Montana Tech

Fiber optic cable with 2 gigabytes up and down connecting our schools, also available for lateral linking

Many non-traditional meeting venues available

Challenges

Visitors drive by Butte with the Interstate intersection

Scarring of past and present mining operations

Short summer season

Our Lady of Rockies tours to site not available year round

Limited air service

Limited promotional dollars

No large department or box stores

Smaller population

Need for more industries to keep our youth here after graduation or to return home

Very few chain restaurants

Need to educate front line personnel of what there is to, "nothing" can no longer be the response

Limited workforce for hotels and restaurants

Opportunities

BEDCC, a group of individuals committed to promoting Butte as a great location to live, learn, work and recreate. This group is comprised of: elected officials, company CEO's, community leaders who understand tourism has a major impact on this community. It is this group has created a logo for Butte which we will begin to incorporate in our marketing: Butte.Elevated. The Butte.Elevated campaign is under the guidance of the BEDCC where a social media campaign, website, signage and cross promotion is encourage with all economic development entities. All of the creative links to the Montana Brand.

Available funds through the TBID and SWMT to coop marketing dollars.

Again the Butte Local Development Corporation is looking for a new Executive Director with the appointment of Pam Haxby-Cote to the Director of Commerce.

Aligning with the 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 its majesty. We offer spectacular views, wildlife and recreational opportunities, literally minutes from the city limits. Butte is surrounded by 13 trailheads to the Continental Divide Scenic Trail and Thompson Park the only designated Municipal Recreation Area in the National Forest system in the United States. Thompson Park is only available for non-motorized transportation and day use only.

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

Butte can boast about its convenient location as we are only: 2 hours north of 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. Butte is literally 2.5 hours from the West Gate of Yellowstone and just over 4 hours to Glacier. We offer our visitors the small town feel with small locally owned shops, locally owned and operated restaurants with hometown pride in their offerings. The small-town feel extends when someone needs assistance "I don't have it, but let me call ____"

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

Fill your days with:

fishing, hiking, biking, golfing, climbing, ATViing, motor biking, boating, floating, rafting camping, downhill and/or cross country skiing, snowmobiling, fat tire biking or snowshoeing.

Shopping, museums, art galleries, historic attractions or antiquing.

Map out a tour view the amazing scenery and wildlife of southwest Montana.

At the end of the day Butte offers many lodging opportunities, including two bed & breakfasts; Copper King Mansion and Toad Hall Manor. Other lodging options include the Miner's Boutique Hotel with mining themed rooms and most all accommodations that are new or remodeled in recently. Restaurants, three breweries and a distillery, wine bar, historic M&M, gaming, bowling, Silver Bow Drive-in Theater, or book a "Spooks and Spirits Ghost Tour." Many of our bars and breweries have found it is beneficial to have music or trivia during the week and on the weekends. Describe your destination.

Optional: Include attachments here

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

Inspiration:

Continuing with the success of the digital and social media marketing campaigns the CVB and TBID completed in warm season of 2016, Butte again has a similar campaign, however this campaign is working with The Montana Standard/Lee Enterprises. Much of the content for the campaign and for future campaigns is being gathered through a contract the TBID has with the students at the Technical and Communications Department at Montana Tech. This partnership with MT Tech offers our attractions, businesses and outdoor recreation opportunities a great resource to gather stills and video of all Butte has to offer. In return this opportunity gives the students real life experiences in the workplace. All promotion will direct visitors to, Buttecvb.com or visitbutte.com which is the Butte website hosted by MTOT. Butte will continue with this type of campaign in the future. The campaign for 2017 and proposed for 2018 will extend beyond the warm season, beginning earlier in the year for inspirational and orientation purposes.

Butte will continue to have a presence in the tourism regions of Glacier and Southwest Montana. We will continue with our memberships with the American Bus Association and National Tour Association, however we will not travel to the shows. Keeping our presence with the international market Butte will continue to attend Rocky Mountain International Roundup. Although the Canadian dollar exchange rate may not be to the benefit for our neighbors to the north the Calgary Outdoor Show continues to be a valuable show for our area offerings.

Orientation:

Buttecvb.com or visitbutte.com has a link on most websites in Butte to including: Butte-Silver Bow Government, Montana Tech, Butte Local Development Corporation, and most large companies as they have indicated this is a valuable tool needed by those who are visiting and looking to relocate. We will continue to promote Butte as a great place to experience through the Certified Folder maps of each Park they produce. With the popularity of our festivals we will have information on other events available as it is easier to invite a current visitor back than to be looking for new ones.

Facilitation:

Fiscal Year 15-16 the Butte CVB purchased a computer, touch screen and printer to be used by our visitors in our VIC. This helps our visitors in finding information of interest in our area and for the entire state of Montana. This device is only for visitor information purposes. From the ITRR comparing Montana, SWMT and Butte statistics consistently 11% of visitors find the VIC as a useful tool while traveling. From the same re

Butte has not printed a Visitor Guide in a couple of years. It was our hope a VG would not be needed with smartphones and other technology. However, we have found Visitor Guides are needed. The VG Butte produces is a "down and dirty" piece with accurate and concise information on attractions, overview of festival and events, recreation, lodging and restaurants. From the

ITRR we find VIC, front line employees and brochure racks are helpful when visitors are in Montana. We will only produce enough guides to take care of requests from individuals, other VIC's and of course when visitors are in need of printed information.

The Attraction Sheet and Map will be printed again, this piece is needed year-round by visitors requiring information in a concise format.

Again, this year the TBID will participate with the Butte-Silver Bow Recreation Department on the printing of the new Recreation Guide which will include new printed maps with updates. This piece is currently being printed.

The map featuring the outdoor recreational opportunities in the Butte area was not produced last year as work was needed on the map, primarily urban trails and trailhead names. The map is currently at the printers. Thompson Park, Maud S. Canyon, Continental Divide Trail in our area, Haystack Mountain, our urban trail system and parks. These maps will also have a place on our computer kiosks.

Through the Avenza App we have an Interactive Map of the various mountain trails around Butte, to include the Continental Divide Trail, Thompson Park and snowmobiling in the snowmobile trails in the Pioneer Mountains. We have Whitetail-Pipestone trail maps for motorized trails and the Thompson Park recreation area; these are ripe for giving visitors the tools they need to explore our area. Butte-Silver Bow has updated their map of our extensive urban trails, which is a part of the reclamation work from our past mining.

It was our plan to add more tours to our mobile app, however the man hours needed were not available. With the students at Montana Tech we foresee adding tours this year. The mobile app we have was developed with funds from E-commerce grant we were awarded in FY14-15. There are fees associated with this mobile app we need to continue to cover as long as the app is usable by our visitors.

From the ITRR we find Mobile Apps are used by 14% of all Montana visitors, 15% of visitors to SWMT and 16% of visitors who overnights in Butte.

Optional: Include attachments here.

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

Looking at the ITRR Interactive Report Data for 2016 choosing all 4 quarters for non-resident visitors I decided to compare the statistics for: "Montana" "Southwest Montana" and those visitors who "Overnights in Butte." I did this because Montana offers her visitors many different options, and Butte is different not only in appearance, but in offering as well. Although the numbers are similar, there are a few minor differences.

Our demographic is primarily couples in their late 50's to very early 60's, travel in an automobile, making between less than \$150,000 annually, having plans to return to Montana within the year, enjoy the scenic driving, nature photography, day hiking. Our demographic use a variety of tools in the planning and trip process, search engines are predominant, yet maps, highway signage and visitor centers still listed as useful.

Across the board in looking at data for Montana, SWMT and Butte there is propensity for visitors to return within 2 years. Also, the numbers for visitors who have returned in less than a year is: 46% for Montana, 44% for SWMT and 37% for Butte visitors. Armed with this information it is imperative information is available to entice more visits by those who find the Montana experience to be of their liking.

Aligning with the finding from Destination Analysts, Butte is featuring a younger demographic in digital and social media promotions. From the ITRR 2016 All Quarters Butte had 16% of visitors from the 25-34 demographic, 13% of the SWMT visitors, 14% of Montana visitors as a whole.

b. What are your emerging markets?

b. What are your emerging markets?

Finally, Butte is back in the convention and large meeting market with the renovation of the Clarion Inn & Suites/Copper King Hotel. This facility offers 13,000+ square feet of space with the availability of the large event center at Star Lanes, next door to the hotel.

Fairmont Hot Springs Resort's expansion and remodel completed last year allows them to book many larger conventions. Their convention space has doubled, yet the number of guest rooms remains the same, this will benefit the Butte hotels where overflow guest rooms will be used. Funding from the TBID will be used, upon request, to provide shuttle service to and from the Resort to Butte hotels.

We will continue to work in a collaborative effort with the TBID, Butte Silver Bow Government, Butte Local Development Corporation, Butte, Economic Development Coordinating Council, Beaverhead-Deer Lodge National Forest, and Butte Chamber of Commerce to promote our region to visitors with the propensity to recreate outdoors using our easily accessible and virtually unused trails, streams, and rivers. The end goal for Butte is to showcase our community and surrounding areas, we hope the lifestyle we offer would be an enticement for entrepreneurs of start-ups or existing companies who are looking to begin, expand or branch out to see Butte as the community of choice. During the past year during the recruitment efforts of St. James Healthcare the CVB/TBID has been invited to visit with incoming medical professionals to answer questions and share the lifestyle of southwest Montana. This past year during this process it is the outdoor recreation and ease in getting outdoors that has been most attractive to the young medical professionals.

Optional: Include attachments here.

c. What research supports your target marketing?

In comparing the visitor who passed through Butte with those who visited Montana in general the visitor are naturally extremely similar. This of course is why it is important MTOT, Regions and CVB's continue with the same message of our continued need to attract those who enjoy the vastness, open, unspoiled, authentic place we call Montana.

Optional: Include attachment here.

Overall Goals

Increase 2nd and 3rd quarter bed tax collections by 3% each, utilizing our website and social media, primarily targeting the outdoor recreationalists.

Increase in TBID assessment by \$10,000 over collections as of September 30, 2016, based on the current assessment of \$1.00/occupied guest room.

Increase "fans" on FB by 1,500, currently we are at 3,334 through consistent informative and interesting posts.

Continue to work with all entities cooperatively with: Butte-Silver Bow Chamber of Commerce Butte-Silver Bow Government, Butte Local Development Corp, Butte Economic Development Coordinating Committee, Beaverhead-Deer Lodge National Forest, Bureau of Land Management, Mainstee Uptown, TBID, all event organizing committees, attractions, lodging properties so 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.

Effectively integrate new trail maps onto the existing CVB website and new website.

Effectively communicate to the visitor the offerings in our area when inquiries come forward for additional information

Optional: Include attachments here.

a. In what types of Joint Ventures with MTOT would you like to participate?

Effectively integrate new trail maps onto the existing CVB website and new website. We will continue to look at joint ventures as they become available through MTOBD, which would need to be funded through the Butte TBID. In this Marketing Plan dollars are put aside to work with SWMT on a TripAdvisor campaign. Butte will continue to work on projects with the Butte Local Development Corporation, Butte Chamber of Commerce, TBID, Forest Service for recreation promotion.

Effectively communicate to the visitor the offerings in our area when inquiries come forward for additional information.

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

Butte would like to continue to work with SWMT and our sister city of Helena on projects such as biking the area in the shoulder seasons and keeping our visitors here an extra day or two.

Optional: Include attachment here:

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

The Butte CVB has partnered with the TBID for the past two years on a digital & social media campaign. This partnership has proven to be beneficial and had gotten Butte's offerings out to visitors. Also, the Butte TBID has partnered with the World Museum of Mining on brochure creation in the past and is partnering with them on some of their digital advertising.

Optional: Include attachments here.

Marketing Segment, Strategy & Budget

Marketing Segment	Marketing Method	Does research support	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 Attchmnts
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		this method?							
Consumer	Online/Digital Advertising	Yes	<p>A social media and digital advertising campaign rolled out for the orientation season of 2017 utilizing: digital marketing, retargeting and location marketing, as well as social media. The CVB partnered in 2017 and will again in 2018 at the level of \$24,500. The TBID will put \$50,000 toward this campaign.</p> <p>Given the ability to latch on searches performed by individuals and follow them around the internet is a bit, well freaky, it's an effective way to keep Butte front and center on the mind and eye of those visitors who have an interest in outdoor recreation, festivals, music, sports and all Butte has to offer.</p> <p>The 2017 campaign hired The Montana Standard to take on this campaign and move forward. Together with the great work done in 2016 and the content agreement in place with the Technical and Communications Department at Montana Tech, it is felt some incredible images will be featured.</p> <p>Monthly meetings take place where the campaign is reviewed, changes discussed and ideas are brought forward.</p>	Please refer to attachments.	When dollars from both entities are combined more exposure is able to be gained. Given both the CVB and TBID have the common goal of increasing occupancy or average daily rate.	Monthly meetings take place where the campaign is reviewed, changes discussed and ideas are brought forward. The Montana Standard has placed a pixel into our website where analytics are gathered and reviewed.	\$24,500.00	Yes	Sources Used for Trip Planning From ITRR FY1718 MP.docx
Consumer	Billboards/Out-of-Home	Yes	The billboards Butte has available are offered at a very inexpensive price. The billboard near Garrison has an	<p>From Sources Used During Trip-ITRR 2016 All Quarters</p> <p>Source Butte SWMT Montana</p>	We can track at our VIC those visitors inquiring where they can see what the photo shows.	With the right staff at our VIC who engage with the visitors it should be a question asked or a question added to the guest book all visitors are encouraged to sign when they come in.	\$4,500.00	No	

			<p>annual fee of \$500/year. The best billboard is located on the righthand read side, just prior to the Montana Street Exit, which is where visitors are most likely to find us when traveling east on I-90 or coming north on I-15.</p> <p>Money is put aside to change the vinyl's on both of these boards to make them similar and easier to read.</p>	<p>Billboards 2% 3% 3%</p> <p>Billboards are still used by travelers to assist in gaining knowledge and information</p>	<p>Also we can reach out to our tourism partners: attractions and hoteliers to see if any comments are made with regard to this interesting billboard. It will be imparative an interesting billboard be in place.</p>					
Consumer	Mobile Applications	Yes	<p>The Butte CVB along with the Butte-Silver Bow Government was awarded a 2014 Tourism E-Commerce Technology Grant for Mobile Tour App. As a part of the grant application Ongoing Costs were outlined: the app is still hosted by the same company originally hired, the fee is about \$1,000, there are fees paid to Apple and Google Play to keep this app available for download. The amount budgeted is to cover these costs.</p> <p>With the content being gathered through the contract with the MT Tech students more tours will be added to this app.</p>	<p>Please refer to the attachements on how helpful mobile applications are to visitors when they are on their trip.</p>	<p>It is important Butte keeps this app current and available given time, money and creation services were used to have this asset.</p>	<p>GoogleAnalytics will be used to track the use of the Butte CVB website. With Google Analytics we can see where ppl are coming to the site from, pages viewed, length of time on the site.</p>		\$1,500.00	Yes	
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</p>	<p>Changes are made to the ASTOM every time we print, however we have gotten the piece to a useable form, few changes will need to be made. We print 40,000 annually, estimating the print bid to be somewhere around \$4,000, however with the increase in cost of printing this piece the TBID will pick up the overage from what is budgeted with CVB funds.</p>	<p>Because the ASTOM is a much sought after piece we know they are used and requested.</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>		\$4,000.00	Yes	Attractions Sheet 2017.pdf

			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.																																													
Consumer	Print Advertising	Yes	<p>The Butte CVB will 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. The Butte 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 south to SWMT.</p> <p>Because Yellowstone is the number 1 site visitors go to when traveling, it is imparative Butte has a presence. In addition the Butte CVB will place advertising, advertorial and a digital component in Yellowstone Park.com</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</p>	<p>Attaction Butte SWMT Montana</p> <table border="1"> <tr> <td>Yellowstone</td> <td>45</td> <td>50</td> <td>53</td> </tr> <tr> <td>Glacier</td> <td>30</td> <td>33</td> <td>38</td> </tr> <tr> <td>Little Bighorn</td> <td>27</td> <td>16</td> <td>11</td> </tr> <tr> <td>Hot Springs</td> <td>22</td> <td>17</td> <td>12</td> </tr> <tr> <td>State Parks</td> <td>14</td> <td>20</td> <td>14</td> </tr> <tr> <td>Ghost Towns</td> <td>13</td> <td>17</td> <td>6</td> </tr> </table> <p>Numbers represented in table are percentages</p>	Yellowstone	45	50	53	Glacier	30	33	38	Little Bighorn	27	16	11	Hot Springs	22	17	12	State Parks	14	20	14	Ghost Towns	13	17	6	<p>With every request for visitor information to be sent out a form is completed. Questions with regard to where the potential visitor heard of us is asked with tracking related to SWMT, Glacier Country Visitor Guide, Certified Folder maps. If a visitor does not indicate any of these publications their response is entered under "other", but as much information that can be gathered is asked.</p> <p>With Yellowtone Park.com information requests are emailed to the CVB weekly.</p>	<p>From the ITRR customized reports, keeping the report broad; all quarters of 2016 versus all quarters of 2015 with one night lodging in Butte. According to the ITRR in 2015 the average stay by non-residents who spent a night in Butte was 3.58 nights in 2016 it increased to 4.26 nights.</p> <p>The following information was shared:</p> <table border="1"> <tr> <td>2016</td> <td colspan="3">Butte SWMT Montana</td> </tr> <tr> <td>SWMT</td> <td>57%</td> <td>48%</td> <td>12%</td> </tr> <tr> <td>Yellowstone Country</td> <td>12%</td> <td>13%</td> <td>31%</td> </tr> <tr> <td>Glacier Country</td> <td>19%</td> <td>23%</td> <td>37%</td> </tr> </table> <p>7</p>	2016	Butte SWMT Montana			SWMT	57%	48%	12%	Yellowstone Country	12%	13%	31%	Glacier Country	19%	23%	37%	\$13,750.00	No
Yellowstone	45	50	53																																													
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			racks. Being at a VIC I know how valuable visitors find these maps as a tool in the planning and execution of their trip.						
Consumer	Printed Material	Yes	<p>Butte has not printed a Visitor Guide in a couple of years. There are a couple of schools of thought on Visitor Guides, however it is apparent Butte needs this piece. Butte will not have advertising in the guide. This VG will be a usable piece to give to visitors as they are in Butte. These VG can give important information for extending a visitors visit by a day, night or to facilitate a return visit. VG's are also frequently requested by other VIC as they need information on our communit when requested by visitors heading by Butte. Butte will not be working with Cerifited Folder, but merely have them available in the VIC, hotels, restaurants, convenience stores.</p>	<p>Although 95% of visitors to Butte, from ITRR data from 2016 all quarters, the ITRR also shows where visitors do not use this technology to find activities, restaurants, shopping, lodging. Please refer to the attachment "Wireless Technology Useage While in Montana." Outlined in this attachment is information on how frequently visitors use technology to find services.</p>	<p>Measuring success of printing a Visitor Guide can be done through the number of guides are taken, given they will not be distributed through Certified Folder, but through the VIC/Chamber of Commerce. VG will also be used for fulfillment for visitor requests.</p>		\$10,000.00	No	Technology Usage From ITRR FY1718.docx
Consumer	Joint Ventures	Yes	<p>This is an opportunity for Butte, Helena and SWMT coop funds to put our region of the state out to visitors who use TripAdvisor for their travel planning and source of information during travel. The cost savings of working through our region is significant. Sarah Bannon brought this idea forward with ample opportunity of Butte to consider this opportunity and put it into our budget.</p>	<p>Info Sources Most Useful During the Trip-ITRR-2016 All Quarters</p> <p>Description Butte SWMT Montana Consumer online reviews 5% 5% 6% (i.e. TripAdvisor)</p> <p>Info Sources Most Useful-Used for Trip Planning-ITRR-2016 All Quarters</p> <p>Description Butte SWMT Montana Consumer online 7% 4% 3%</p>	<p>TripAdvisor offers to visitors a platform to share thoughts and reviews from their experience. It is our hope all of the reviews will be positive.</p>		\$2,000.00	No	

				reviews (i.e. TripAdvisor))																						
Consumer	Travel/Trade Shows	Yes	<p>We have decided to not to attend the travel shows associated with the American Bus and National Tour Associations. We will continue to keep our membership with each organization. By keeping our membership current we still have an inexpensive way to have our name and location, however with other forms of marketing we feel we need to step back from show participation</p> <p>We will continue to exhibit at the Calgary Outdoor and Recreation Show as we see so much interest.</p> <p>We will also continue with RMI to work with those international tour operators and receptives who have knowledge of this area.</p>	<p>Given the number of Canadian travelers to our area and the recreational offerings in and around Butte, the Calgary show is important to us. Participation is further complemented by the Town Pump Hotel Group having a standing presence at this show, with their hotels offering great deals to our Canadian visitors and that they have a hotel in Butte, we feel this is important.</p> <p>This next year SWMT will be attending this show as well. This is a great show for Butte.</p> <p>RMI will be hosted in Montana next year, it is imparative Butte continues having a presence in this market.</p>	<p>According to the ITRR Demographic Data the following is the percentage of visitors from Alberta Canada</p> <p>%</p> <table> <thead> <tr> <th>%age of visitors from Alberta Canada</th> <th>Year</th> </tr> </thead> <tbody> <tr> <td>11%</td> <td>2016</td> </tr> <tr> <td>11%</td> <td>2015</td> </tr> <tr> <td>8%</td> <td>2014</td> </tr> <tr> <td>5%</td> <td>2013</td> </tr> <tr> <td>6%</td> <td>2012</td> </tr> <tr> <td>5%</td> <td>2011</td> </tr> <tr> <td>7%</td> <td>2010</td> </tr> <tr> <td>6%</td> <td>2009</td> </tr> </tbody> </table>	%age of visitors from Alberta Canada	Year	11%	2016	11%	2015	8%	2014	5%	2013	6%	2012	5%	2011	7%	2010	6%	2009	<p>Success can be measured at the VIC through the Guest Book, our hoteliers and the ITRR.</p>	\$6,825.00	No
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7%	2010																									
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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 3 years ago. The Butte CVB</p>	<p>Primarily the Montana Folk Festival has our lodging facilities filling the fastest and earliest. Evel Knievel is still in the revival stage, since the organizing committee changed hands. Also with the construction of the new Northwestern Energy building in Uptown Butte these past couple of summers the acts have had to be moved to various locations away from the construction zone. An Ri Ra is now at the Original Mine, where festival can enjoy the great venue.</p> <p>With the start of the these 3 festivals, other festivals have taken off, thus giving Butte the bragging rights to 15 year-round events.</p>	<p>Survey Monkey is a way for us to determine the success of each event. Also we can look at ADR, in hopes of seeing an increase for all lodging properties</p>	<p>The TBID has funded all three of these events to some degree in the past. The TBID is made up of hoteliers, they believe funding these festivals in some way is very important. 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>	\$21,000.00	No	Butte Festivals and Events.docx																	

feels it is important to assist in the promotional efforts of these events. Those who attend these festivals have a higher propensity to spend more money, not asking for hotel discounts.

With all of the festivals the Butte CVB has made it very clear monies received 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.

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. Even Knievel Days, if they come forward for funding, also is a great weekend for occupancy and rate.

Mainstreet Uptown puts together a "Survey in a Box" for summer visitors to complete. Also they fund a survey specific to the Montana Folk Festival. The lodging industry itself keeps records of occupancy and ADR for each event with year to year comparisons.

A Survey Monkey is sent out to all lodging facilities to complete for each event. These are anonymously

			<p>completed on-line with the CVB/TBID as the poll administrator.</p> <p>What better way to showcase a community than to have free and family oriented festivals? It is imperative these festivals continue to take place in Uptown Butte for many years to come. Butte comes together as volunteer participation is represented from every segment of our community. These events have taught Butte how to combine and work together to work toward a common goal. The festivals put a different light on Butte; we able to showcase the positive aspects of our community</p>							
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 \$45,000 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>			\$19,800.00	Yes	
Marketing Support	VIC Funding/Staffing/Signage	Yes	<p>The Visitor Information Center is located in our Chamber of Commerce building which is open 12 months of the year.</p>	<p>Non-resident visitors who spent the night in Butte all Quarters 2015 from the ITRR show 11% used a VIC during their visit. Since my office is at the VIC which is housed in the Chamber building I see firsthand the importance our staff has on keeping visitors in Butte for a day and even a night.</p>	<p>We can look at the number of visitors we see every year from our guest book. However, the numbers are only</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. It is imperative the VIC is open to keep visitors in our area longer by answering questions, recommending things to do, having information available. Given</p>		\$15,000.00	No	

			<p>However, in the summer the Chamber does not have funding to cover the need for extended hours and weekend staffing. As such the Chamber pays for a staff person, to be at our front desk Monday-Friday 9am-5pm all year. Beginning on May 18 - Sept 30 the VIC will be open 8am-6pm, Monday - Saturday, and 9am-4pm on Sunday. During this time frame we need to have more than one person 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>From our guest book log at the VIC at the Chamber for the following months we have derived the following information on non-resident visitors:</p>	<p>as good as the VIC staff encouraging visitors to sign the book</p>	<p>the location of Butte on Interstates of 15 & 90 and the amount of our visitors who take in both national parks as gathered from the ITRR.</p>			
Marketing Support	Fulfillment/Telemarketing	Yes	<p>The Butte CVB pays for the toll-free number that comes into our VIC and postage/shipping of tourist information as requested by potential visitors, other VIC's and Chamber of Commerce; by request only.</p> <p>Constant Contact is being looked at as a way to email requested information. The Butte CVB looked at this briefly before, without a way to fund, the number of subsequent phone calls from Constant Contact is annoying when a funding source has not been identified.</p> <p>Tempest Tech still hosts the email _____@buttecvb.com the fee associated with this service is \$150/year.</p> <p>Although rarely used, a dollar amount of \$200 is allocated in the</p>	<p>We can look at our phone bill along with our log for postage to see if we are consistent 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>	<p>Fulfillment at least with regard to postage is a way for us to measure the success of campaigns prompting people to request information to be sent to them via USPS.</p> <p>With Constant Contact I know there are analytics with regard to open rate. This would be a wonderful way to get an idea if emails is truly a way for the Butte CVB to reach out to interested visitors.</p>	<p>We need to have a way to get information to those requesting. We also need to make it easy for visitors or potential visitors to contact for free, thus the toll-free number.</p>	\$3,550.00	No	

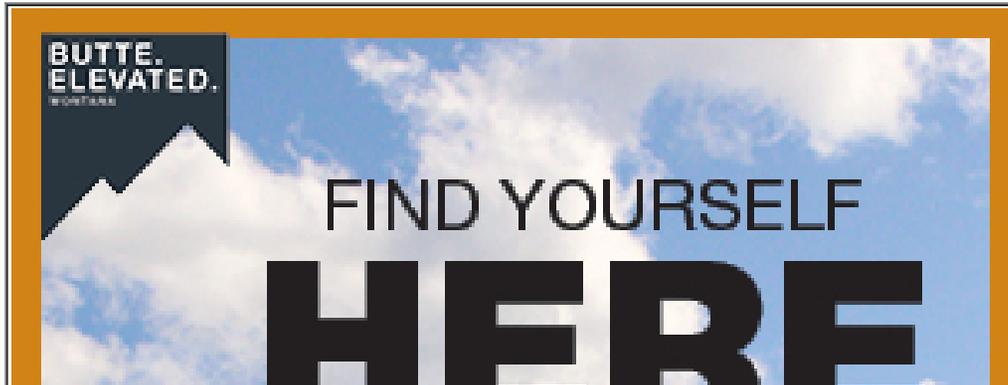
			"fulfillment" category. Leaving this amount is more of a place holder should mileage need to be paid.						
Marketing Support	Opportunity Marketing	Yes	This method of marketing is a place holder for opportunities presenting itself to the Butte CVB whereby we can participate. This allows the CVB part participate in a project(s) brought to the attention of the TBID, which would be another partner in projects promoting tourism for our area. Also should we need to move money to another already approved project we have a small amount of money in which to transfer money.					\$500.00	Yes
Marketing Support	TAC/Governor's Conference meetings	Yes	To be in compliance with Rules and Regulation governing bed tax dollars' attendance at TAC meetings and the Governor's Conference on Tourism is mandatory. This is the budget place holder for attendance at these events. The budget was increased to \$1,500 from \$1,000.		Attending TAC meetings and Governor's Conference allows for education and networking with our other tourism partners and state government personnel tasked with promoting Montana for tourism promotion. Also, these meetings allow for firsthand peeks at upcoming campaigns, changes within the department and conversations on how bed tax dollars can be spent.			\$1,500.00	No
								\$128,425.00	

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Billboards/Out-of-Home	\$4,500.00	\$0.00
Consumer	Mobile Applications	\$1,500.00	\$0.00
Consumer	Printed Material	\$4,000.00	\$0.00
Consumer	Print Advertising	\$10,000.00	\$0.00
Consumer	Print Advertising	\$13,750.00	\$0.00
Consumer	Joint Ventures	\$2,000.00	\$0.00
Consumer	Travel/Trade Shows	\$6,825.00	\$0.00
Consumer	Online/Digital Advertising	\$24,500.00	\$50,000.00
		\$67,075.00	\$50,000.00
Events	Press Promotions/Media Outreach	\$21,000.00	\$30,000.00
		\$21,000.00	\$30,000.00
Marketing Support	Fulfillment/Telemarketing	\$3,550.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,500.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$15,000.00	\$20,000.00
Marketing Support	Administration	\$19,800.00	\$40,000.00
Marketing Support	Opportunity Marketing	\$500.00	\$5,000.00
		\$40,350.00	\$65,000.00
		\$128,425.00	\$145,000.00

Miscellaneous Attachments

File Name	Description	File Size
Butte CVB Consumer Pie Chart FY1718.docx (28 KB)	Pie Chart breaking out Consumer	28 KB
Butte CVB Marketing Support Pie Chart FY1718.docx (27 KB)	Pie Chart breaking out Marketing Support	27 KB
Butte CVB Pie Chart FY1718.docx (27 KB)	Pie Chart Totals	27 KB
Butte Montana Outdoor Recreation Map with one change.pdf (1.4 MB)	Outdoor map will be added onto the buttecvb.com website as well.	1.4 MB
Sources Used During Trip From ITRR 2016 for FY1718 MP.docx (15 KB)	Sources Used During Trip	15 KB
Sources Used for Trip Planning From ITRR FY1718 MP.docx (16 KB)	Sources Used for Trip Planning	16 KB
Technology Usage From ITRR FY1718.docx (16 KB)	Technology Usage	16 KB



Explore the hundreds of miles
surrounding Butte with
true Montana biking, hiking,
trail running & ATV trails.

© Photo by Kaitlin Schmitt

BUTTE MOUNTAIN

BUTTE | MONTANA

PLAN YOUR TRIP

Banner ad being used for FY1617 year-round campaign

**BUTTE.
ELEVATED.**
WORTHLESS

FIND YOURSELF **HERE**

**World-class blue ribbon fishing is
right out our back door.**





Image for banner ad from FY1617

This photo is on the cover our outdoor recreation map, as well as banner ad for our digital campaign.

Reg/CVB Required Documents

File Name	Description	File Size
CVB April 2017 Minutes.docx (17 KB)	Butte CVB minutes	17 KB
FY1718 Documents 1.pdf (255 KB)	Required document 1	255 KB
FY1718 Documents 2.pdf (328 KB)	Required document 2	328 KB
FY1718 Documents 3.pdf (236 KB)	Required document 3	236 KB
Minutes from the Board of Directors Meeting April 27 2017.docx (29 KB)	Butte Chamber Board Minutes	29 KB