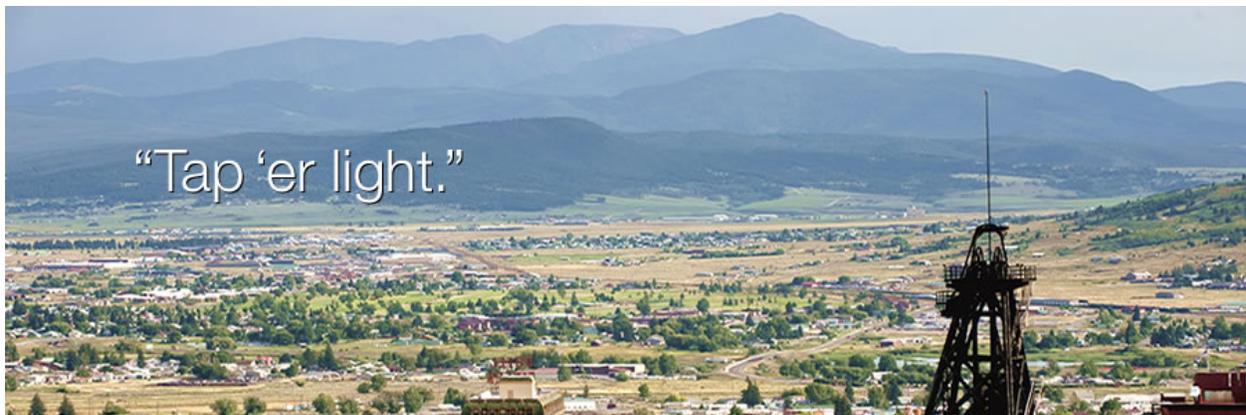




Marketing Plan Fiscal Year 2014



Butte: The Richest Hill on Earth” where minerals are mined, history is preserved, friendships are made, recreation is abundant, and tourism matters!!



As I leave my office at the Chamber of Commerce, climbing into my 1992 Cadillac, I see my Butte, Montana and her surrounding area:

- To the south, the snowcapped peaks of the Highland Mountains.***
- To the east atop the Continental Divide, Our Lady of the Rockies watches over our city, giving this community hope, when at times we had none. I cannot see the Berkeley Pit; as the trees from the KOA block my view, I only see mountains.***
- As I leave the parking lot, heading north and I see the tiers of dirt where we continue to mine copper via the open pit method. Looking further I see the headframes and buildings of Uptown Butte; I think of the wonderful times those streets have shown me; the friendships I have rekindled and made anew. Festival season is coming soon!!***
- As I drive home I head west, the skies are cloudy but through them I see the setting sun and the Pintler Mountains. I think of my hometown of Anaconda, where the copper mined in Butte, was smelted, until the early 1980's. These copper processes make me think of prosperity, as it was a lifestyle for my family since my grandparents immigrated to southwest Montana from Croatia, searching for a more peaceful life. Simply put, copper it's in our blood!!***

What the visitor sees:

I try to think like a visitor, and how different their perspective of my home must be from what they see. I know they see the beauty I see, yet instead of the prosperity of copper mining, they see a scarred earth and I think: would I pull off to visit if I were them? How do we share our story and all that we have to offer?

Purpose

The purpose of the Butte-Silver Bow Convention and Visitor Bureau Marketing Plan is to provide a tourism focused marketing and promotion strategy for our community. It is our hope this "green" industry will continue to provide an economic boost to our community, encouraging visitors to return for vacation, listen and participate in our history, and possibly invest in our city. The strategies in this marketing plan will build on previous marketing efforts and collaborations with the Montana Office of Tourism, the Montana tourism regions, and CVB's and other public and private entities in supporting the Montana Tourism and Recreation Strategic Plan 2013-2017; once it is finalized.



Our overnight visitor* and our target market:

Income: \$75,000-\$99,999

Average Age: 57

43% range in age from 55-64

58% are couples with an average group size of 2.05.

52% are repeat visitors

77% enjoy scenic driving

30% visit historical sites

57% visited Yellowstone National Park

37% visited Glacier National Park

****Source: ITRR 2012 Q1-Q4 non-resident visitor***

16% of our visitors are from Washington

8% of our visitors are from Utah

6% of our visitors are from Idaho, Colorado, Oregon and Alberta Canada

Strengths:

- ***Located at the intersection of interstates 15 and 90, we are the crossroads of Montana.***
- ***We are located 2.5 hours from the West Gate of Yellowstone National Park and 5 hours from Glacier National Park.***
- ***Butte offers 19 designated visitor experiences.***
- ***We are literally 15 minutes from hiking, biking, camping, fishing, hunting, 2 & 4 wheel rides, and camping.***
- ***Due to productive negotiations with Delta Airlines, Butte offers some of the cheapest flights in Montana, to and from 50 top destinations.***
- ***Team Butte is more than a concept it is the way our citizens and organizations come together for the betterment of our community. The key players include but are not limited to: Chief Executive, Butte Silver Bow Government, Butte Local Development Corporation, Chamber of Commerce, Mainstreet Uptown, Advantage Butte, Silver Bow Lodging and Hospitality Association, Montana Tech, healthcare entities, festival organizers and business leaders in Butte.***



Challenges:

- ***We have been, still are, and will continue to be an open pit mining community. Parts of our earth is scarred, thus at “first glance” we do not appear to be spectacular much less unspoiled.***
- ***We are not a destination, but a stopover/stop between; we need to capture an extra night or two.***
- ***We struggle with airline service as our airport only has 2 flights using 50 passenger regional jets via Skywest the Delta Connection per day. Flight scheduling makes it difficult to attract out of state visitors and conventions.***

Opportunities:

- ***From the ITRR’s 2012 statistics show 92% of our visitors are here for scenery and 61% for nature photography. With close proximity to spectacular, unspoiled nature and the subsequent recreational opportunities we need to make it make it easier for our visitors to find and access these locations.***
- ***We need to organize our “bag of tricks so to speak” so our visitors have an easy time experiencing our area.***
- ***As our Copper Greenway, part of the mining reclamation, is completed new maps of trails in and around Butte need to be updated, sharing our story and history with the visitor.***





The Brand Pillars

- ***More spectacular, unspoiled nature than anywhere else in the lower 48;***

Set against the backdrop of the East Ridge/Continental Divide, visitors see the mountains that surround our city. It is in those mountains, literally minutes from Butte, where fresh water lakes, rivers, creeks and streams call to anglers to dip their lines catching: Arctic Grayling, Brook, Brown and Rainbow Trout, Mountain Whitefish, Westslope and Yellowstone Cutthroat Trout. As visitor's eyes travel up to the top of the East Ridge, where Our Lady of the Rockies resides, it is evident the view from the top will be spectacular. It is in the mountains where miles and miles of trails are ready for hikers and bikers to explore and test their endurance and skills. Organized and off-the-road campsites are available for those looking to doze off under the stars, listening to the relaxing sounds of warblers, swallows, finches and vireos. Parts of our earth is scarred, thus at first glance we do not appear to be spectacular much less unspoiled.

- ***Vibrant and charming small towns that serve as gateways to our natural wonders.***

Every attraction in our community offers part of our mining story

The past:

World Museum of Mining, Mai Wah Museum, Copper King Mansion, Clark Mansion, Old Butte Historical Adventures, Granite Mountain Memorial, Piccadilly Museum of Transportation, and the headframes that dot our landscape.

The present:

Berkeley Pit, The Mother Lode Theatre, Trolley Tours, Butte Urban Safari Tours, Farmers' Market, Montana ATV Adventures, antique shops, and galleries.

The future:

University of Montana at Montana Tech, Mineral Museum, Berkeley Pit, and outdoor recreation.



- ***Breathtaking experiences by day...and relaxing hospitality at night***

Restaurants: experience great local food in establishments predominately owned and operated by Butte residents, luscious steaks, famous pork chop sandwiches, pasties, amazing burgers. Experience our Italian, Mexican, and Chinese restaurants for a taste of our past.

Adult Beverages: Headframe Distillery and the Quarry Brewery sell what they manufacture locally. Taverns everywhere, experience a slice of Butte with her residents.

Entertainment: Whether it is a production at the Mother Lode Theatre, concert at The Depot, sporting event at the Civic Center, Maroon Activity Center, Naranche Stadium, or Montana Tech, music at many of our watering holes, there is always something to do in Butte.

Lodging: Most of the lodging facilities are owned by Montana residents, some of our visitors may have the opportunity to visit with owners or a family member on-site. We think this gives our visitors the best in guest accommodations, as the owners have a vested interest in guest satisfaction.





Goals FY14

- ***Focus limited marketing dollars on travelers who have the propensity to travel to Montana and experience what Butte has to offer.***
- ***Continue to highlight and incorporate Butte's rich and colorful history as one of its main attributes (and specific interest of the Geotraveler) in all marketing and promoting efforts.***
- ***Work collaboratively with the Montana Office of Tourism, Southwest Montana and other regions and CVB's and TBID's to promote a quality and diverse visitor experience that is richer than the sum of its parts, encourages the preservation of Montana's environment and quality of life.***
- ***Highlight Butte and the surrounding area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.***
- ***Increase year-round tourism revenues in Butte through seasonal marketing efforts focusing on the high-value-low impact traveler. Specific target markets to include: leisure, international, and group markets.***
- ***Enhance awareness and support for tourism and recreation among Butte residents and elected officials through marketing, promotional and legislative efforts.***
- ***Promote Butte's location at the intersection of two major Interstates as an ideal hub to explore SW Montana (easy day trips to Helena, Missoula, Bozeman, Dillon and the Big Hole Valley) as well as a place to spend a night along the route between Yellowstone and Glacier National Parks.***
- ***Encourage visitors to return to Butte for: vacation, business meetings, and economic development.***



Objectives FY14

- ***Increase bed tax collections by 7% over 2013 collections.***
- ***Integrate a new website design to include mobile app and social media.***
- ***Increase annual “unique visitors” to our website by 5% over 2013.***
- ***Simplify the visitor experience with ample and easy to use information on attractions, and recreation in our area.***
- ***Increase length of stay, before and after special events by 1 day/1 overnight.***
- ***Partner with TBID on at least 2 projects.***
- ***Increase international visitor experience by working with lodging facilities and attractions on partnering offerings.***

Strategic Plan

- ***The Butte-Silver Bow Convention & Visitors Bureau will support the Montana Office of Tourism’s Strategic Plan for 2013-2017, once the plan is formally accepted.***

Areas of Budget to be cut if revenue projections are not realized:

- ***Billboard project, excluding rent of \$500.00***
- ***Reduction in Joint Ventures***
- ***Reduction in printing of Visitor Guides***



Project Description	Project Total	Total udet
Marketing Support		\$ 32,629.00
Administration	\$ 16,760.00	
Opportunity Funds	\$ 1,000.00	
Coop Marketing	\$ 7,500.00	
Gov. Conference/TAC	\$ 1,000.00	
Joint Ventures	\$ 6,369.00	
Consumer Advertising		\$ 10,845.00
Southwest Montana Visitor Guide	\$ 2,800.00	
Glacier Country Visitor Guide	\$ 2,750.00	
Billboards, Rent, Production	\$ 4,295.00	
Yellowstone & Glacier Maps	\$ 1,000.00	
Internet		\$ 9,385.00
Website & Mobile Site Design	\$ 8,785.00	
Website Hosting	\$ 600.00	
Publications		\$ 17,500.00
Visitor Guide	\$ 15,000.00	
Attraction Sheet/Map	\$ 2,500.00	
Telemarketing/Fulfillment		\$ 6,250.00
Toll Free Number	\$ 500.00	
Shipping & Postage	\$ 1,500.00	
Meals & Mileage	\$ 250.00	
Certified Folder Distribution	\$ 4,000.00	
Tourism Development		\$ 30,375.00
VIC Staffing	\$ 15,000.00	
National Tour Association	\$ 3,770.00	
America Bus Association	\$ 3,675.00	
Rocky Mountain Roundup	\$ 1,350.00	
Go West Summit	\$ 3,395.00	
Calgary Outdoor Show	\$ 3,185.00	
Festivals/Events		\$ 5,000.00
Festival Sponsorship	\$ 5,000.00	
Total Budget Requested	\$111,984.00	\$111,984.00
FY14 Projected Revenue	\$ 83,767.00	
FY13 Rollover/Uncommitted	\$ 28,217.00	



Approval Requested
<input type="checkbox"/> Preliminary
<input checked="" type="checkbox"/> Final

Organization Name: **Butte Silver Bow Convention & Visitor Bureau**
Project Name: **Consumer Advertising**
Application Completed By: **Maria Pochervina**

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The consumer advertising pieces chosen for the FY14 budget were selected to help the travelers perceive Butte as an interesting location needing to be explored. In order to fully enjoy the “Butte experience” at least 2 nights lodging are required. The publications with ads and signage chosen for the upcoming year include:

We have consistently maintained a prominent presence in our own tourism region by advertizing in the Southwest Montana Visitor Guide. During the past few years we have also advertised in the visitor guide for the popular tourism region Glacier Country. According to the ITRR reports on non-resident visitors traveling through Butte in 2012, 65% were repeat visitors with 40% of respondents visiting Glacier National Park.

**Southwest Montana Visitor Guide
Full-Page (8”x 10 ½”), Inside Back Cover
Full-Color
Glacier Country Visitor Guide
Half page, Run of Book
Full Color**



Consumer Advertising continued:

In 2013 we took a different approach to billboard design for the 3 billboards we currently use. Instead of placing pictures of the obvious attraction such as the Berkeley Pit, or headframes we chose interior pictures of some of our attractions, adding models to the shots. We felt the addition of models gives the visitor a sense of “living history”. This approach would engage the visitor, helping them to think of Butte as more than a city with mining remnants.

Billboard Locations

- ***12’X24’ South Bound I-15 Basin***
- ***11’X36’ East Bound Butte between the Iron Street and Montana Street Exits***
- ***11’X24’ East Bound Before the Garrison Exit***

With the Certified Folder Yellowstone and Glacier maps Butte gets good exposure, it has been our experience visitors cannot get enough maps of these National Parks and have the need for them prior to entering the park gates.

Yellowstone and Glacier Map Ads

***Certified Folder Yellowstone and Glacier Maps Full Color Double business card size
3 ½” wide x 3 1/2 “high.***

Objectives:

Include the objectives from the narrative portion of your marketing plan that support this project.

- ***Increase bed tax collections by 7% over 2013 collections.***
- ***Increase annual “unique visitors” to our website by 5% over 2013.***
- ***Simplify the visitor experience with ample and easy to use information on attractions, and recreation in our area.***
- ***Increase length of stay, before and after special events by 1 day/1 overnight.***



Consumer Advertising continued:

Budget

Project Description	State Funds	Other Funds	Total
<i>Professional Services:</i>			
<i>Design Visitor Guides Ads</i>	\$ 675.00	\$ 0.00	\$ 675.00
<i>Design for Billboards</i>	\$ 3,495.00	\$ 0.00	\$ 3,495.00
<i>Photography for Guides & Billboards</i>	\$ 600.00	\$ 0.00	\$ 600.00
<i>Media Placement</i>			
<i>Southwest Montana Visitor Guide</i>	\$ 2,200.00	\$ 0.00	\$ 2,200.00
<i>Glacier Country Visitor Guide</i>	\$ 2,375.00	\$ 0.00	\$ 2,375.00
<i>Certified Folder</i>			
<i>YNP & GNP Maps</i>	\$ 1,000.00	\$ 0.00	\$ 1,000.00
<i>Billboard Rent</i>	\$ 500.00	\$ 0.00	\$ 500.00
TOTAL	\$10,845.00	\$ 0.00	\$10,845.00



Approval Requested
<input checked="" type="checkbox"/> Preliminary
<input type="checkbox"/> Final

Organization Name: **Butte Silver Bow Convention & Visitor Bureau**
Project Name: **Internet and Mobile Applications**
Application Completed By: **Maria Pochervina**

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The Internet continues to be the main information resource for consumers, meeting planners and international visitors who are planning to travel. A professional, informative, well-presented web site is essential when presenting the Butte community to the online traveling public. The Butte website (www.buttecvb.com) was redesigned in the spring of 2010. In 2013 we completed our virtual tour, we will be able to take this piece, break it down into snippets based on interest and post it to the website. We have yet to take our website mobile as the current site's format does not allow for this function. In looking to Google Analytics, comparing July 1, 2011-March 31, 2012 to July 1, 2012-March 31, 2013 we see significant increases in the use of mobile devices with an average of 159/62%. The Apple iPhone increased 251.79%, and Apple iPad up 131.85%. Devices such as some Droids see increases, while others are decreasing; this in part has to do with older devices phasing out. This being said; in 2014 we need to re-design our website allowing us to go mobile, adding upgrades with regard to functionality and usability. It is our hope to have one vendor to re-design our website and add the needed mobile components. We will continue to include survey and tracking tools and updates.



Internet & Mobile Applications continued:

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- ***Increase bed tax collections by 7% over 2013 collections.***
- ***Integrate a new website design to include mobile app and social media.***
- ***Increase annual “unique visitors” to our website by 5% over 2013.***
- ***Simplify the visitor experience with ample and easy to use information on attractions, and recreation in our area.***
- ***Increase length of stay, before and after special events by 1 day/1 overnight.***
- ***Partner with TBID on at least 2 projects.***
- ***Increase international visitor experience by working with lodging facilities and attractions on partner offerings.***

Refer to the portions of your marketing plan, which support this project.

- ***Focus limited marketing dollars on travelers who have the propensity to travel to Montana and experience what Butte has to offer.***
- ***Continue to highlight and incorporate Butte’s rich and colorful history as one of its main attributes (and specific interest of the Geotraveler) in all marketing and promoting efforts.***
- ***Work collaboratively with the Montana Office of Tourism, Southwest Montana and other regions and CVB’s and TBID’s to promote a quality and diverse visitor experience that is richer than the sum of its parts, encourages the preservation of Montana’s environment and quality of life.***
- ***Highlight Butte and the surrounding area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.***
- ***Increase year-round tourism revenues in Butte through seasonal marketing efforts focusing on the high-value-low impact traveler. Specific target markets to include: leisure, international, and group markets.***
- ***Enhance awareness and support for tourism and recreation among Butte residents and elected officials through marketing, promotional and legislative efforts.***



Approval Requested
<input type="checkbox"/> Preliminary
<input checked="" type="checkbox"/> Final

Organization Name: **Butte Silver Bow Convention & Visitor Bureau**
Project Name: **Visitor Guide Fulfillment Piece & Attraction Sheet/Map**
Application Completed By: **Maria Pochervina**

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Visitor Guide

Over the last several years the CVB has produced a Butte Visitor Guide measuring 3 ¾" wide x 8 1/4" & full color. The Visitor Guide contains information about Butte attractions, activities, restaurant listings and accommodations. Our goal continues to be to generate additional interest in Butte and the surrounding area and to convert more pass-through travelers to overnight guests. Certified Folder distributes the guide in their Yellowstone, Glacier and I-90 west corridor as well as some Montana rest areas in Montana.

The guide will be produced to fill the need for distribution through Certified Folder, availability for trade shows, and visitor fulfillment needs. This piece is requested by many. The CVB would like to continue this effort in FY14 adding more information on; attractions, outdoor recreation, and again including a map. We will need 30,000 Visitors Guide in FY14.

Attraction Map/Tear-Off Sheet

The Attraction Map/Tear-Off Sheet is the most popular pieces our CVB could produce. This Map is given to visitors once they are in our city as they are available at: Visitors Center, hotels, restaurants, attractions, convenient/gas stores, and sporting venues. In order to increase the attractiveness of this printed piece we would like to see this piece printed in full color. To fulfill the need to have these printed pieces where they are needed we need to print 20,000. The Attraction Map/Tear Off Sheet measures; 8 ½" x 14".



Visitor Guide Fulfillment Piece & Attraction Sheet/Map continued:

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- ***Increase bed tax collections by 7% over 2013 collections.***
- ***Simplify the visitor experience with ample and easy to use information on attractions, and recreation in our area.***
- ***Increase length of stay, before and after special events by 1 day/1 overnight.***
- ***Increase international visitor experience by working with lodging facilities and attractions on partnering offerings.***

Refer to the portions of your marketing plan, which support this project.

- ***Focus limited marketing dollars on travelers who have the propensity to travel to Montana and experience what Butte has to offer.***
- ***Continue to highlight and incorporate Butte's rich and colorful history as one of its main attributes (and specific interest of the Geotraveler) in all marketing and promoting efforts.***
- ***Work collaboratively with the Montana Office of Tourism, Southwest Montana and other regions and CVB's and TBID's to promote a quality and diverse visitor experience that is richer than the sum of its parts, encourages the preservation of Montana's environment and quality of life.***
- ***Highlight Butte and the surrounding area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.***



Approval Requested
<input type="checkbox"/> Preliminary
<input checked="" type="checkbox"/> Final

Organization Name: **Butte Silver Bow Convention & Visitor Bureau**
Project Name: **Telemarketing & Fulfillment**
Application Completed By: **Maria Pochervina**

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

In order for our CVB to fulfill visitor requests for information on and in our community we need to have a form of infrastructure in place to accommodate this task. We have targeted the following variety of projects:

Toll Free Number:

In an effort to be affordable and accessible for our potential visitors, the Butte-Silver Bow CVB feels that having a toll free number is vital for the nature of our business.

Shipping/Postage:

We continue the use of the U.S. Postal Service and United Parcel Service, to distribute guides generated from inquiries from the toll free number, e-mail and written requests. Many consumer ads include information request options, which allow the Butte-Silver Bow CVB to send follow-up material to potential visitors.

Mileage/Meals:

The Butte-Silver Bow Area Chamber of Commerce and Convention/Visitors Bureau use these funds to distribute all collateral within a 360-mile radius that is not covered by Certified Folder.



Telemarketing & Fulfillment continued:

Distribution – Certified Folder:

This is the distribution cost for Certified Folder Display to distribute our Visitor Guides via their 100 Hot Spot Display program. Through this program, we are able to distribute our guides along the I-90 and I-15 corridors as well as areas near Glacier and Yellowstone Parks. Without this program, it would be difficult and costly to distribute the guide throughout the region. We would like to expand our distribution region to include more of Idaho and Washington.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- ***Increase bed tax collections by 7% over 2013 collections.***
- ***Simplify the visitor experience with ample and easy to use information on attractions, and recreation in our area.***
- ***Increase length of stay, before and after special events by 1 day/1 overnight.***
- ***Increase international visitor experience by working with lodging facilities and attractions on partnering offerings.***



Approval Requested
<input type="checkbox"/> Preliminary
<input checked="" type="checkbox"/> Final

Organization Name: **Butte Silver Bow Convention & Visitor Bureau**
Project Name: **Visitor Center Funding**
Application Completed By: **Maria Pochervina**

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Visitor Information Center Funding:

The Butte Silver Bow Area Chamber of Commerce building serves as the main Butte Visitor Information Center. From Memorial Day weekend through Labor Day, the Chamber of Commerce expands its normal eight-hour day to a twelve-hour day to better meet the needs of visitors. We are able to keep the Visitor Center open 7 days a week. Throughout the month of September, the Visitor Center is able to remain open on the weekends and these employees work on those September weekends as well.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- ***Increase bed tax collections by 7% over 2013 collections.***
- ***Integrate a new website design to include mobile app and social media.***
- ***Increase annual “unique visitors” to our website by 5% over 2013.***
- ***Simplify the visitor experience with ample and easy to use information on attractions, and recreation in our area.***
- ***Increase length of stay, before and after special events by 1 day/1 overnight***
- ***Partner with TBID on at least 2 projects.***
- ***Increase international visitor experience by working with lodging facilities and attractions on partnering offerings.***



Approval Requested

Preliminary

Final

Organization Name: ***Butte Silver Bow Convention & Visitor Bureau***
Project Name: ***National Tour Association & American Bus Association
Dues & Convention Attendance***
Application Completed By: ***Maria Pochervina***

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

National Tour Association & American Bus Association

The Butte Chamber of Commerce/Convention and Visitors' Bureau has belonged to the National Tour Association and the American Bus Association for years. Maintaining our memberships gives us the recognition of belonging to these highly respected organizations, and thus gives us more credibility in the eyes of tour operators. These memberships give us access to the online entities of each association which are highly useful research tools by which we can research leads in our efforts to grow motor coach visits to Butte.

In the past we had chosen to alternate between NTA and ABA conventions each year; however we will be attending both shows in 2014 to make a concerted effort to increase our exposure and increase our overnight stays in Butte.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- ***Increase bed tax collections by 7% over 2013 collections.***
- ***Increase annual "unique visitors" to our website by 5% over 2013.***
- ***Simplify the visitor experience with ample and easy to use information on attractions, and recreation in our area.***
- ***Increase international visitor experience by working with lodging facilities and attractions on partnering offerings.***



National Tour Association & American Bus Association
 Dues & Convention Attendance *continued*:

Project Description	State Funds	Other Funds	Total
<i>NTA</i>			
<i>Dues</i>	\$ 675.00	\$ 0.00	\$ 675.00
<i>Convention Registration</i>	\$ 1,295.00	\$ 0.00	\$ 1,295.00
<i>Travel</i>	\$ 600.00	\$ 0.00	\$ 600.00
<i>Lodging</i>	\$ 700.00	\$ 0.00	\$ 700.00
<i>Meals</i>	\$ 400.00	\$ 0.00	\$ 400.00
<i>Miscellaneous</i>	\$ 100.00	\$ 0.00	\$ 100.00
<i>ABA</i>			
<i>Dues</i>	\$ 625.00	\$ 0.00	\$ 625.00
<i>Convention Registration</i>	\$ 1,350.00	\$ 0.00	\$ 1,350.00
<i>Travel</i>	\$ 600.00	\$ 0.00	\$ 600.00
<i>Lodging</i>	\$ 600.00	\$ 0.00	\$ 600.00
<i>Meals</i>	\$ 400.00	\$ 0.00	\$ 400.00
<i>Miscellaneous</i>	\$ 100.00	\$ 0.00	\$ 100.00
TOTAL	\$ 7,445.00	\$ 0.00	\$ 7,445.00



Approval Requested
<input type="checkbox"/> Preliminary
<input checked="" type="checkbox"/> Final

Organization Name: **Butte Silver Bow Convention & Visitor Bureau**
Project Name: **Rocky Mountain International Roundup**
Application Completed By: **Maria Pochervina**

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Rocky Mountain International-Roundup

Montana Office of Tourism has been marketing to International visitors through Rocky Mountain International (RMI) for over sixteen years. Rocky Mountain International, headquartered in Wyoming, coordinates marketing efforts in numerous European markets. Receptive Operators, tour operators, travel agents and media work together to promote the 4-state region of Montana, Idaho, Wyoming, South Dakota as a desired overseas destination for FIT, fly-drive and group travel.

Butte hosted the RMI Round-Up in 2006. This gave the community and local suppliers an opportunity to highlight Butte’s attractions, history and facilities to forty-five European tour operators. We would like to continue building awareness and fostering relationships with International tour operators through RMI, to promote and sell Butte as a premier western destination or overnight stop. We will continue to work this market by attending the RMI Roundup slated for Montana in 2014.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- **Increase bed tax collections by 7% over 2013 collections.**
- **Increase annual “unique visitors” to our website by 5% over 2013.**



Rocky Mountain International Roundup continued:

Budget

<i>Project Description</i>	<i>State Funds</i>	<i>Other Funds</i>	<i>Total</i>
<i>Conference Registration</i>	<i>\$ 495.00</i>	<i>\$ 0.00</i>	<i>\$ 495.00</i>
<i>Travel</i>	<i>\$ 200.00</i>	<i>\$ 0.00</i>	<i>\$ 200.00</i>
<i>Lodging</i>	<i>\$ 200.00</i>	<i>\$ 0.00</i>	<i>\$ 200.00</i>
<i>Meals</i>	<i>\$ 355.00</i>	<i>\$ 0.00</i>	<i>\$ 355.00</i>
<i>Miscellaneous</i>	<i>\$ 100.00</i>	<i>\$ 0.00</i>	<i>\$ 100.00</i>
<i>TOTAL</i>	<i>\$ 1,350.00</i>	<i>\$ 0.00</i>	<i>\$ 1,350.00</i>





Approval Requested
<input type="checkbox"/> Preliminary
<input checked="" type="checkbox"/> Final

Organization Name: **Butte Silver Bow Convention & Visitor Bureau**
Project Name: **Go West Summit Conference**
Application Completed By: **Maria Pochervina**

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Go West Summit

For the past 2 years, the Butte Chamber of Commerce/Convention and Visitor’s Bureau expanded further into the international visitor market by attending Go West Summit. This is the premiere International travel show for the America West and is attended by a representative from MTOT.

The Butte CVB had the opportunity to network with suppliers (Travel Agents and Group Tour Operators) from other countries as well as receptive travel and tour operators in the states that assist foreign country operators. We were able to choose our appointments based on operator profiles and the amount of business they have placed in the state and our area.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- ***Increase bed tax collections by 7% over 2013 collections.***
- ***Increase annual “unique visitors” to our website by 5% over 2013.***
- ***Simplify the visitor experience with ample and easy to use information on attractions, and recreation in our area.***
- ***Increase length of stay, before and after special events by 1 day/1 overnight***
- ***Partner with TBID on at least 2 projects.***
- ***Increase international visitor experience by working with lodging facilities and attractions on partnering offerings.***



Go West Summit continued:

Refer to the portions of your marketing plan, which support this project.

- **Focus limited marketing dollars on travelers who have the propensity to travel to Montana and experience what Butte has to offer.**
- **Continue to highlight and incorporate Butte's rich and colorful history as one of its main attributes (and specific interest of the Geotraveler) in all marketing and promoting efforts.**
- **Work collaboratively with the Montana Office of Tourism, Southwest Montana and other regions and CVB's and TBID's to promote a quality and diverse visitor experience that is richer than the sum of its parts, encourages the preservation of Montana's environment and quality of life.**
- **Highlight Butte and the surrounding area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.**
- **Increase year-round tourism revenues in Butte through seasonal marketing efforts focusing on the high-value-low impact traveler. Specific target markets to include: leisure, international, and group markets.**
- **Promote Butte's location at the intersection of two major Interstates as an ideal hub to explore SW Montana (easy day trips to Helena, Missoula, Bozeman, Dillon and the Big Hole Valley) as well as a place to spend a night along the route between Yellowstone and Glacier National Parks.**
- **Encourage visitors to return to Butte for: vacation, business meetings, and economic development.**

Does this project support the Strategic Plan? Yes No

- **The Butte-Silver Bow Convention & Visitors Bureau will support the Montana Office of Tourism's Strategic Plan for 2013-2017, once the plan is formally accepted.**



Go West Summit continued:

Budget

<i>Project Description</i>	<i>State Funds</i>	<i>Other Funds</i>	<i>Total</i>
<i>Conference Registration</i>	<i>\$ 1,595.00</i>	<i>\$ 0.00</i>	<i>\$ 1,595.00</i>
<i>Travel</i>	<i>\$ 600.00</i>	<i>\$ 0.00</i>	<i>\$ 600.00</i>
<i>Lodging</i>	<i>\$ 700.00</i>	<i>\$ 0.00</i>	<i>\$ 700.00</i>
<i>Meals</i>	<i>\$ 400.00</i>	<i>\$ 0.00</i>	<i>\$ 400.00</i>
<i>Miscellaneous</i>	<i>\$ 100.00</i>	<i>\$ 0.00</i>	<i>\$ 100.00</i>
<i>TOTAL</i>	<i>\$ 3,395.00</i>	<i>\$ 0.00</i>	<i>\$ 3,395.00</i>



Approval Requested
<input type="checkbox"/> Preliminary
<input checked="" type="checkbox"/> Final

Organization Name: **Butte Silver Bow Convention & Visitor Bureau**
Project Name: **Calgary Outdoor & Recreation Show**
Application Completed By: **Maria Pochervina**

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

In March of 2013 I personally attended the Calgary Outdoor Show. I found the show attendants to be well versed on Butte with regard to our preservation of mining history, attractions, festivals, and ease of travel via the I-15 corridor. According the ITRR Niche News for 2011, our Canadian neighbors' represent 13% of non-resident travelers, 65% are repeat visitors and 50% of the Canadian market visited Yellowstone.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- **Increase bed tax collections by 7% over 2013 collections.**
- **Integrate a new website design to include mobile app and social media.**
- **Increase annual "unique visitors" to our website by 5% over 2013.**
- **Simplify the visitor experience with ample and easy to use information on attractions, and recreation in our area.**
- **Increase length of stay, before and after special events by 1 day/1 overnight.**
- **Increase international visitor experience by working with lodging facilities and attractions on partnering offerings.**



Approval Requested
<input checked="" type="checkbox"/> Preliminary
<input type="checkbox"/> Final

Organization Name: Butte Silver Bow Convention & Visitor Bureau
Project Name: Festival/Event Sponsorship
Application Completed By: Maria Pochervina

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Festivals/Events

Butte has become a festival city with: An Ri Ra (August), Evel Knievel Days (End of July) and the Montana Folk Festival (Mid-July). These events have given our community valuable event planning and execute experience and in some cases the infrastructure to continue with current festivals and to hopefully add more like events. It is the wish of the CVB to offer monetary assistance to any events/festivals upon their request.

With established events/festivals like the Evel Knievel Days and the Montana Folk Festival, where our hotels realize a high rate of occupancy it would be the goal of the CVB to see our hotels increase their average daily rate (ADR). Since An Ri Ra is not a free festival hotels do not achieve as a high rate of occupancy, thus giving the CVB this variable to use as a form of measurement.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- **Increase bed tax collections by 7% over 2013 collections.**
- **Integrate a new website design to include mobile app and social media.**
- **Increase annual “unique visitors” to our website by 5% over 2013.**
- **Simplify the visitor experience with ample and easy to use information on attractions, and recreation in our area.**
- **Increase length of stay, before and after special events by 1 day/1 overnight.**
- **Partner with TBID on at least 2 projects.**



Festival/Event Sponsorship continued:

Budget

<i>Project Description</i>	<i>State Funds</i>	<i>Other Funds</i>	<i>Total</i>
<i>Festival Sponsorship</i>	<i>\$ 5,000.00</i>	<i>\$ 0.00</i>	<i>\$ 5,000.00</i>
<i>TOTAL</i>	<i>\$ 5,000.00</i>	<i>\$ 0.00</i>	<i>\$ 5,000.00</i>



Butte Silver Bow CVB

