



Application

Instructions

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 **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.

Application Details

[Map](#) | [Print to PDF](#) | [Negotiation](#) | [Annotations\(0\)](#) | [Versions](#) | [Feedback](#) | [Withdraw](#)

27194 - FY16 Region/CVB Marketing Plan - Final Application

29476 - Butte Silver Bow Convention & Visitors Bureau Marketing Plan FY15-16
DOC Office of Tourism

Status: Under Review

Original Submitted Date: 05/08/2015 10:55 AM

Last Submitted Date: 05/19/2015 9:20 AM

Applicant Information

Primary Contact:

Name:*	Ms. <small>Salutation</small>	María <small>First Name</small>	Lucine <small>Middle Name</small>	Pochervina <small>Last Name</small>
Title:				
Email:*	mariap@buttecvb.com			
Alternate Email	mlucich@buttechamber.org			
Address:*	1000 George Street			
*				
Phone:*	Butte <small>City</small>	Montana <small>State/Province</small>	59701 <small>Postal Code/Zip</small>	
	406-723-3177 <small>Phone</small>			<small>Ext.</small>
	###-###-####			
Alternate Phone	406-491-5350			
Fax:				
Comments:				

Organization Information

Name:*	Butte Silver Bow Convention and Visitors Bureau			
Organization Type:	State Government			
Organization Website:	www.buttecvb.com			
Address:*	1000 George Street			
*				
Phone:*	Butte <small>City</small>	Montana <small>State/Province</small>	5971 <small>Postal Code/Zip</small>	
	406-723-3177			
Ext.				
Alternate Phone	406-491-5350			
Fax:				
Email address	mariap@buttecvb.com			
Alternate Email				
Comments:				

Community & Brand Support

1. Describe your destination.

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

Butte is a story of dreams and heartbreak, history and change. We embrace and share our mining story; the past and the present. Stories of immigrants who came to Butte-America, looking for a better life in these majestic mountains, rich in copper and other minerals. Today Butte's mining industry offers careers with good pay and benefits. It is in these same mountains the opportunity for residents and visitors to explore, mine and set claim, to amazing outdoor recreation: fishing, hiking, biking, rock climbing, rafting and wildlife watching. Our past is filled with the stories of our Copper Kings, the moguls who made vast fortunes. Today part of our story is of successful Montana Tech graduates sharing their knowledge and exemplary education throughout the world, taking a piece of Butte with them wherever they journey. Our past speaks of the poor and downtrodden; the prostitutes, the widows, yet it was Butte, Montana playing its significant role in the organized labor

movement, making working conditions better for a nation. We are scarred by the remnants of past and current mining, and we boast of the easily accessible recreational opportunities literally within minutes from our Uptown and downtown locations. Butte, Montana where the past, present and future meet against a backdrop of a region known for its spectacular beauty; preserving our past, celebrating our present, envisioning our future and sharing our story with all who visit.

Butte continues in its quest to attract the Geotraveler who is looking for the unspoiled pristine outdoor opportunities and adventures, sharing the same message and goals of our sister CVB's and Regions. We add to this quest the opportunity to share a glimpse into the American dream and evolution through our mining history preservation. And through all of this Butte is successfully meshing together the ravages of mining and the environmental issues with the beauty found in this region, just beyond the mine.

Strengths

- Intersection of I-90 & I-15
- Between Yellowstone & Glacier National Parks
- Minutes from mountains and waterways
- Five signature festivals complemented by many additional activities and events offered throughout the year
- Destination resort in Fairmont Hot Springs
- Some of the lowest airfares in and out of Montana via SkyWest
- Community leaders understand tourism has a huge impact on our economy and are supportive in all efforts
- Ability for community leaders, Montana Tech, large employers to work in a collaborative fashion through volunteerism
- Ease in navigating around Butte and easy access to outlining areas
- Historic District designation
- 25 Attractions
- Attractions and things to do being available longer than just the traditional summer season, offering visitors "things to do"
- Relationship between the Chamber of Commerce Executive Director, 35 member board of directors, TBID, CVB, Advantage Butte and Silver Bow Hospitality Association.
- Approx. 1 hour from Helena, Missoula and Bozeman
- Most lodging facilities are locally owned, a sense of community and pride
- Restaurants are mostly locally owned and operated
- Montana Tech

Challenges

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

Opportunities

- Butte Economic Development Coordinating Council, 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 that is working to create a common look for Butte in all promotional pieces
- Potential for coop marketing dollars to become available to supplement campaigns
- New attraction opening mid-June; The Labor History Center in Uptown Butte
- Clark Chateau's infrastructure renovation funded in part by the Montana Office of Tourism. The Chateau is under the Butte-Silver Bow umbrella and is managed by the Butte Silver Bow Archives staff

Montana Brand Pillars

More Spectacular, Unspoiled Nature than Anywhere in the Lower 48

We know we aren't unspoiled at first glance, or maybe even second glance, but we are fortunate to be in a state known for its majesty. We offer spectacular views, wildlife and recreational opportunities, literally minutes from the city limits.

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

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

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

Butte can boast about its convenient and close proximity as we are only: 2 hours north from Idaho, 4 hours south of Canada and 4 hours east of Washington, we are a gateway as visitors travel the I-15/I-90 corridor. We, like many of our sister cities, claim to be the perfect location as visitor travel to/from Yellowstone and Glacier. We offer our visitors the small town feel with 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

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

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

[Optional: Include attachments here](#)

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

Inspiration:

It is imperative we have the same message as MTOT, our sister CVB's and Regions; utilizing the ways we are able to work our community into the Brand Pillars if we are to be successful in attracting and keeping the Geotraveler in our state longer. Butte will use TBID dollars with the expertise of The Wendt Agency to produce ads to be strategically placed in publications and on websites looking first at the MTOT Joint Ventures campaigns available. We are excited to partner with MTOT, although this has been a long journey, we have creative and content ready to go through the assistance of local resources, groups and individuals. As the TAC is aware the Butte CVB website will capitalize on the website and mobile app enhancements as they become available. We will continue to have a presence in the tourism regions of Glacier and Southwest Montana. We have proposed a variety of travel shows, we hope the relationship building at ABA, NTA, Go West and RMI will see more visitors to our area. Also the Calgary Outdoor Show continues to be a valuable show for our area offerings.

Orientation:

With our new website we will be able to have a link on most websites in Butte to include: 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 work with Certified Folder by having our small visitor guide in their racks along the Glacier/Yellowstone routes. We also 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:

We were awarded an E-Commerce grant through MTOT where we have the infrastructure ready and 10 mobile tours almost complete to go live. This project took longer than anticipated due to personnel changes with entities directly involved, we have been granted an extension by Carol Crockett at MTOT, thank you Carol!! This app will have tours dedicated to: mining, ghost signs, Evel Knievel, outdoor recreation, historic buildings, the various nationalities/ethnic groups, driving tour of the area and labor history. We will also add some of the videos produced from Chris Fisk's history class on their year-end project.

We will again produce a concise, easy to use, no ads, visitor guide, giving brief but important information on our attractions, lodging and restaurants.

Through the Avenza App we have an Interactive Map of the various trails around Butte, also we have printed maps of the Whitetail-Pipestone trail maps, Thompson Park recreation area; these are ripe for giving visitors the tools they need to explore our area. We are working closely with Butte-Silver Bow on their update of our extensive urban trails, which is a part of the reclamation work from our past mining.

Optional: Include attachments here.

[Butte Visitors Guide.pdf](#)

3. Who is your market?

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

Visitors to Butte Silver Bow are of an older more mature age with 37% in the 55-65 year old range, as in the past few years we have seen the 2nd age range to be the older bracket of 65-74 and lagging back a bit is the 45-54 year olds. Similar to 2012 the Household Income is evenly dispersed between the 3 categories covering the under to \$50,000 to less than \$100,000.

Similar to visitors to the entire state of Montana, our visitors are attracted to: Scenic driving, photography, day hiking and wildlife watching. They also enjoy historical sites and museums. All of this is the perfect fit for what Butte offers.

Our visitors at our Visitor Center and Berkeley Pit are from Montana first, then in this order come from Washington, California, Oregon, Texas, Colorado, Idaho, Arizona, Minnesota, Wisconsin and Florida. We see a bit of deviation from the ITRR numbers as to where our stateside non-resident visitors reside. The ITRR has Idaho as the second largest, with Wyoming fitting into the Top 10. For our purposes we do tally our International visitors: Canada, Germany, Australia, England and the Netherlands.

We are seeing a positive bump in the use of technology with mobile apps and sites like TripAdvisor.

With my office in the VIC I see visitors only taking printed pieces pertaining to specific locations. Also parents are do not encourage their children to take brochures for the sake of taking, showing travelers are environmentally concerned.

b. What are your emerging markets?

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, 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.

We will continue to pursue the international markets given our destination between the Glacier and Yellowstone.

The meeting market is one Butte will market to with dollars for this campaign coming from the TBID.

c. What research supports your target marketing?

Of the Non-Residents Who Drove

Through Butte

24% Groups of First Time Visitors

61% Groups of Repeat Visitors

55% Visited Yellowstone

43% Visited Glacier

Activities

72% Scenic Driving

39% Nature Photography

38% Day Hiking

36% Wildlife Watching

32% Recreational Shopping

31% Car/RV Camping

25% Visited Historical Sites

19% Visited Museums

17% Visited L & C Sites

11% Fishing

Average Length of Stay in Montana 5.88 Nights

40% of nights spent in Glacier Country

26% of nights spent in Yellowstone Country

17% of nights spent in SWMT

Points of Entry

22% Superior

10% Lodge Grass

10% Wibaux/Beach

8% West Yellowstone

8% Monida

Mode of Travel to Enter

80% Auto

12% RV/Trailer

5% Air

Primarily Attracted to Montana

25% GNP 20% YNP

15% Mountains/Forests

13% Family/Friends

10% Open Space/Uncrowded Area

Primary Reason for Trip

37% Vacation/Recreation/Pleasure

35% Passing Through

16% Visit Family/Friends

9% Business/Convention/Meeting

-

-

Of the Non-Resident Visitors to Montana in General

25% Groups of First Time Visitors

61% Groups of Repeat Visitors

53% Visited Yellowstone

39% Visited Glacier

Activities

65% Scenic Driving

38% Day Hiking

37% Nature Photography

37% Wildlife Watching

33% Recreational Shopping

25% Car/RV Camping

22% Visited Historical Sites

16% Visited Museums

12% Visited L & C Sites

12% Fishing

Average Length of Stay in Montana 4.96 Nights

35% of nights spent in Glacier Country

31% of nights spent in Yellowstone Country

11% of night spent in SWMT

Points of Entry

- 14% Superior
- 8% Lodge Grass
- 7% Wibaux/Beach
- 6% West Yellowstone
- 6% Fairview

-

Mode of Travel to Enter

- 75% Auto
- 12% Air
- 9% RV/Trailer

Primarily Attracted to Montana

- 22% GNP 20% YNP
- 13% Mountains/Forests
- 13% Family/Friends
- 11% Open Space/Uncrowded Areas

Primary Reason for Trip

- 34% Vacation/Recreation/Pleasure
- 29% Passing Through
- 16% Visit Family/Friends
- 14% Business/Convention/Meeting

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 the Geotourist who enjoys the vastness, open, unspoiled, authentic place we call Montana. But there exists a few differences in the numbers, giving hope to the goal of increasing our meeting/convention market as the numbers indicate the Butte region can grow this market.

Attached here is an ITRR Report, another one is on the page for additional attachments.

Optional: [Include attachment here.](#)

[ITRR Report with Stay in Butte 2014.pdf](#)

4. Overall Goals

- - Increase 2nd and 3rd quarter bed tax collections by 2% each, utilizing our website and social media, primarily targeting the outdoor recreationalists.
 - Increase "fans" on FB by 1,000, currently 1,656 through consistent, informative and interesting posts.
 - Increase advance reservations for events, through effective marketing in lodging properties.
 - 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, Mainsteet 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, when maps become available.
 - Effectively communicate to the visitor the offerings in our area when inquiries come forward for additional information.
 - In order for Butte to obtain a maximum return on investment, the CVB will assist with the summer "Survey in a Box". This will be accomplished by educating and monitoring surveys the lodging properties have on site for guest completion.

Optional: [Include attachments here.](#)

5. Joint Venture Opportunities

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

We will continue to work with MTOT by participating in the Joint Ventures opportunity. In the past with dollars from the TBID, Butte has successfully had leisure campaigns. This past year with the assistance from The Wendt Agency, Butte unveiled a beautiful campaign boasting the fishing and biking opportunities. Given the TBID designated approximately \$60,000 in Leisure campaign spending we will want to see that these dollars are spent in the best way for our region.

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.

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

Butte has for the past two years utilizing primarily TBID dollars and an advertising agency to participate in a variety of Joint Ventures with MTOT. The responses for requests for information has been overwhelming this year already, with emails the past month from YellowstonePark.com 835 and from NatGeo 288. Last year's campaign was very similar. Our CVB continues to receive information requests throughout the year, however in much less numbers through the non-traditional travel season.

I am attaching the spreadsheet for the media buy the TBID and CVB did jointly in FY14-15 working with The Wendy Agency.

Optional: Include attachments here.

[FW Revised Media Plan - mariapochervina@gmail.com - Gmail.htm](#)

Include pie chart here.

[Pie Chart FY1516.docx](#)

Marketing Segment, Strategy & Budget

Marketing Segment	Marketing Method	Does research support this method?	Describe your method.	Supporting research/statistics	Provide a brief rationale.	Plan to measure success?	Marketing Method Evaluation	Estimated budget for each method.	Non bed tax funds?	Add'l Atchmnts																																		
Consumer	Mobile Applications	Yes	<p>The Butte CVB along with the Butte-Silver Bow Government was awarded a 2014 Tourism E-Commerce Technology Grant in the amount of for a Virtual Tour Website and Mobile Tour App. As a part of the grant application Ongoing Costs were outlined, some of which would be paid by Butte-Silver Bow Government however with the line item for the E-Marketing Technology Grant of Mobile Tour App Service/Subscription Fee would be needed to be funded by the Butte CVB.</p> <p>Also the Butte CVB is hosting an interactive map of: Maud S. Canyon, Thompson Park, Butte-Silver Bow Urban Trails including the Greenway, and the Continental Divide National Scenic Trail. These maps are downloadable on computers and mobile devices, both Android and iPhones. The Butte CVB is very excited to have maps of our city and recreational opportunities and have plans to expand the maps into other areas. This project is cooperatively funded through the Butte-Silver Bow Government, Beaverhead-Deerfodge National Forest, and the Butte-Silver Bow TBID.</p>	<p>As our visitor moves to the utilization of smartphones and other electronic devices it is important we keep the sites we have operational. Comparing 2013 to 2014 non-resident visitors who spent a night in Butte using wireless devices we saw a shift from "never" to "frequently".</p> <table border="1"> <thead> <tr> <th>Travelers Needs</th> <th>Never</th> <th>Sometimes</th> <th>Frequently</th> <th>Always</th> </tr> </thead> <tbody> <tr> <td>2013 Activities</td> <td>70%</td> <td>17%</td> <td>7%</td> <td>6%</td> </tr> <tr> <td>2014 Activities</td> <td>53%</td> <td>23%</td> <td>18%</td> <td>7%</td> </tr> <tr> <td>2013 Price Comparasion</td> <td>69%</td> <td>16%</td> <td>6%</td> <td>10%</td> </tr> <tr> <td>2014 Price Comparasion</td> <td>53%</td> <td>20%</td> <td>11%</td> <td>16%</td> </tr> <tr> <td>2013 Lodging Availability</td> <td>36%</td> <td>23%</td> <td>12%</td> <td>29%</td> </tr> <tr> <td>2014 Lodging Availability</td> <td>28%</td> <td>20%</td> <td>17%</td> <td>35%</td> </tr> </tbody> </table>	Travelers Needs	Never	Sometimes	Frequently	Always	2013 Activities	70%	17%	7%	6%	2014 Activities	53%	23%	18%	7%	2013 Price Comparasion	69%	16%	6%	10%	2014 Price Comparasion	53%	20%	11%	16%	2013 Lodging Availability	36%	23%	12%	29%	2014 Lodging Availability	28%	20%	17%	35%	<p>As with any information, updates upgrades are needed and expected. It is important funds are available to cover these costs.</p>	<p>GoogleAnalytics will be used to track the use of the Butte CVB website and mobile app as the new website hosted by MTOT goes live for the Butte CVB along with the Virtual Tour Mobile App funded through the MTOT e-Commerce Grant.</p>	\$2,000.00	Yes	
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Consumer	Travel Guide	Yes	<p>Although we hope to print fewer guides as we go along the Butte CVB still has a significant need for the Butte Visitor Guide. This Guide is a simple publication with no advertisements. The Guide is 24 pages with photos and brief snippets about Butte's attractions, with websites, hours of operation, contact information. Also, in the Guide, is the most recent, at least at the time of printing, of all restaurants with addresses and phone numbers. Hotels are listed with photos, brief description of offerings, address, and website and phone numbers. We anticipate needing 20,000 guides to: fulfill the Certified Folder contract for their racks, convention packets, fulfillment for inquires such as the MTOT Joint Venture Butte has participated in Backpacker. To fulfill the need for visitor information inquiries through first week in May we needed 1100 guides. There are fees associated with the design changes needed along with printing costs.</p> <p>A PDF of the Visitor Guide also is found on our website.</p>	<p>The VIC recieves requests for visitor information for those who do not have access to the internet. The Visitor Guides are distributed to groups visiting Butte for conferences and conventions. So far this spring I have sent 3 boxed of Visitor Guides to Chambers/VICs in the state upon their request.</p>	<p>It is appreciated by our visitors who request a visitor guide to have them available. Our guide does not contain any advertisements, only information on our attractions, hotels, restaurants. It is a very simple piece, "down and dirty sort of product." This printed piece is a nice complement to our Attraction Sheet.</p>	<p>We keep all requests we receive for our Visitor Guide. If there were not a need we would not spend the money to print them.</p>	\$7,000.00	No																																				

Consumer	Billboards/Out-of-Home	Yes	<p>The Butte CVB has access to two (2) billboards. The Butte CVB pays rent on the billboard in the eastbound lane of I-90 before the Garrison Junction. For a billboard with rent costing only \$500.00 it is felt it is important to keep this board.</p> <p>The other billboard is just prior to the Montana Street exit. This billboard permit is paid by Butte Silver Bow Government with the board sitting on ARCO land, no payment is expected from the CVB for any part of this billboard.</p> <p>Creative changes to these billboards will be need to be paid from other funding, the TBID and possibly Butte-Silver Bow Government.</p>	Naturally the best billboard is the one right before your facility or exit. Given the inexpensive amount we pay for the Garrison location we feel the enticing vinyl along with the billboard for the Butte CVB just prior to the VIC exit should entice people to stop.	This billboard is in the eastbound lane, the price for rental for the year is very inexpensive. We feel billboards are a way to help with the orientation and facilitation of the visitors experience in this region of Montana.	The billboard at Garrison is different from the other billboards promoting Butte. It shows a woman dressed in vintage clothing, the photo was taken at the Copper King Mansion. We can track at our VIC those visitors inquiring where they can see what the photo shows. 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.		\$500.00	Yes	
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, utilizing funds through the TBID. 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>The Butte CVB will continue to place business card sized ad in the Certified Folder Yellowstone and Glacier maps. These maps naturally are distributed by Certified Folder appearing in their racks. Being at a VIC I know how valuable visitors find these maps as a tool in the planning and execution of their trip.</p>	From the ITRR customized reports, keeping the report broad; all quarters of 2014, with one night lodging in Butte. We are steadily seeing an increase in the number of nights visitors are spending in Montana. According to the ITRR in 2013 the average stay by non-residents who spent a night in Butte was 4.32 nights on their trip, this increased in 2014 to 4.41 nights in 2014. The following information was shared: 46% of these visitors spent at least one night in the tourism region SWMT, following by 26% spent a night in Glacier Country. Of the visitors spending a night in Butte, the highest entry point is Superior with 19%, followed by West Yellowstone at 10%. This is a significant change over 2013, where 22% entered at Superior, but West Yellowstone entries were 3% or the visitors who spent the night in Butte. Naturally because of our location at the intersection of interstates 15 & 90 we do see a significant number of Park visitors.	The Butte CVB is only placing ads in our own tourism region, Southwest Montana and the maps Certified Folder produces for Yellowstone & Glacier. We feel these are good opportunities for Butte to be featured as our location is already a part of the travel plans for visitors who are already in our area. Visitors going from Park to Park have a propensity to travel by/through Butte, thus we are looking for them to stop and stay a while.	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.		\$4,945.00	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 that are either open year round, or have a longer open season. The map on the ASTOM shows major streets, attractions and sporting venues. Because of the ASTOM ease of use it truly is one of the best tools we have to direct our visitors around the city.</p> <p>Changes are made to the ASTOM and as such we estimate design change charges of \$700. We print 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>	Because the ASTOM is a much sought after piece we know they are used and requested.	This piece is given out more frequently than our visitor guide, as the visitor guide is a more indepth piece. Many times visitors need simple and easy information on what is available and a map for locating our attractions. This is the perfect product to entice visitors to stay, if more information is needed the visitor guide is also given out.	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.		\$3,000.00	Yes	

Events	Press Promotions/Media Outreach	Yes	<p>Butte has successfully promoted itself as a "festival city", with the Montana Folk Festival, Evel Knievel Days, and An Ri Ra. The Butte CVB has funded the promotional efforts of the Montana Folk Festival for the past years. As An Ri Ra has moved from a paid admission to a free event, the Butte CVB feels it is important to assist in the promotional efforts of this event as well. Specific niches have been identified by the An Ri Ra organizers, as such the CVB wishes to help this free event take off in the same direction as our free festivals.</p> <p>Evel Knievel Days organizing committee had changed last year. In the past this festival has not come forward for any promotional assistance. The CVB would be willing to assist with this event, given the event proceeds the Sturgis event in South Dakota.</p> <p>With all of the festivals the Butte CVB has made it very clear monies 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.</p>	<p>Butte as well as much of southwest Montana is aware of the success of the Montana Folk Festival. This festival is the first of 3 summertime signature events in Uptown Butte. The Montana Folk Festival continues to drive occupancy and rate over the festival weekend. Evel Knievel Days, if they come forward for funding, also is a great weekend for occupancy and rate. With the change in An Ri Ra to a free event Butte is expecting to see an increase in occupancy as well.</p> <p>The TBID has funded all three of these events to some degree in the past. Thus we have occupancy numbers from the past few years. We do not take into account any complimentary guest rooms offered during the events to house performers.</p>	<p>What better way to showcase a community than to have free and family oriented festivals? It is 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>	<p>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.</p> <p>A Survey Monkey is sent out to all lodging facilities to complete for each event. These are anonymously completed on-line with the CVB/TBID as the poll administrator.</p>	\$21,000.00	Yes																													
Group Marketing	Travel/Trade Shows	Yes	<p>The strategy to continuing to attend the domestic tour operator tradeshow/marketplaces /conventions of the ABA, NTA along with the international shows of Go West Summit and RMI Roundup, is to keep Butte, with our location between Yellowstone and Glacier, top of mind. By attending these shows we work in unison with MTOT to maintain and increase awareness of Montana as a destination, as the beauty of the national parks extends far beyond their borders. Our location becomes significant as the National Park Service celebrates its 100 anniversary in 2016. The National Park Service has already began their promotional efforts to inspire people to visit National Parks.</p> <p>Many of our sister cities also claim to be between Yellowstone and Glacier, but Butte has the intersections of I-90 & I-15 in our favor. We feel the national park connection is a great way to introduce ourselves to the motor coach market, then adding our historic and festival attractions, as a way to gain more overnight stays.</p> <p>Go West Summit is another show where we get to interact and share information with the international market. Butte has participated in this show for the past 4 years.</p> <p>The international traveler is looking beyond the typical locations of Las Vegas, New York, Disneyland/world, Los Angeles and such when they are planning their 2nd and 3rd visits to the U.S. These visitors are familiar with Yellowstone and Glacier and our region due to the</p>	<p>American Bus Association Foundation Economic Impact of the Motorcoach Tourism Industry 2014 Data for Montana Direct Economic Impact</p> <table border="1" data-bbox="576 1176 933 1365"> <thead> <tr> <th>Industry</th> <th>Jobs</th> <th>Wages</th> <th>Output</th> </tr> </thead> <tbody> <tr> <td>Motorcoaches</td> <td>770</td> <td>\$38,783,100</td> <td>\$133,221,000</td> </tr> <tr> <td>Lodging</td> <td>1,044</td> <td>\$25,974,200</td> <td>\$98,384,600</td> </tr> <tr> <td>Food & Beverage</td> <td>1,597</td> <td>\$31,143,700</td> <td>\$83,873,000</td> </tr> <tr> <td>Entertainment</td> <td>1,747</td> <td>\$25,272,400</td> <td>\$91,221,300</td> </tr> <tr> <td>Retail</td> <td>270</td> <td>\$8,420,000</td> <td>\$14,714,200</td> </tr> <tr> <td>TOTAL</td> <td>5,428</td> <td>\$129,593,400</td> <td>\$421,414,100</td> </tr> </tbody> </table> <p>The American Bus Association Foundation Economic Impact Study estimates the economic contributions made by the motorcoach travel and tourism industry to the U.S. economy in 2014. John Dunham and Associates conducted this research, which was funded by the American Bus Association Foundation (ABAF). This work used standard econometric models first developed by the U.S. Forest Service, and now maintained by the Minnesota IMPLAN Group. Data came from industry sources, government publications and Dun and Bradstreet, Inc.</p> <p>The study defines the motorcoach travel and tourism industry as those firms primarily engaged in transportation of passengers by motorcoach, and those which provide accommodations, food, entertainment and retail opportunities to the tourists and passengers carried on the motorcoaches. The study measures the number of jobs in this industry, the wages paid to employees, the value added and total output.</p> <p>From the U.S. Travel Association</p> <p>*The 31,367 jobs created by travelers to Montana in 2013 represent 8.9% of the state's total non-farm employment.</p> <p>*Without these jobs generated by domestic and international travel, Montana's 2013 unemployment rate of 5.6% would have been 11.7% of the labor force.</p> <p>*For every \$1 million spent in Montana by domestic and international travelers 7.8 jobs are created.</p>	Industry	Jobs	Wages	Output	Motorcoaches	770	\$38,783,100	\$133,221,000	Lodging	1,044	\$25,974,200	\$98,384,600	Food & Beverage	1,597	\$31,143,700	\$83,873,000	Entertainment	1,747	\$25,272,400	\$91,221,300	Retail	270	\$8,420,000	\$14,714,200	TOTAL	5,428	\$129,593,400	\$421,414,100	<p>When decision makers have the opportunity to visit one-on-one with individuals who know their product and build a relationship it is almost as good as having the client in your own community/region. Butte has not had a consistent person/face at these shows, thus the importance of continuing with the investment Butte has already put forth.</p>	<p>We are able to gather information from guest books at: the VIC, Berkeley Pit and World Museum of Mining. Also from the correspondence with these operators.</p>	\$12,400.00	Yes	
Industry	Jobs	Wages	Output																																		
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			<p>relationships Montana has with receptive and tour operators and counterparts in these regions.</p> <p>Further complimenting Butte's attendance is our past hosting of the Roundup and the FAM trip Butte is being included on the MegaFam trips with MTOT.</p> <p>A tradeshow the Butte CVB has attended for 5 years with success is the Calgary Outdoor and Recreation Show held in late March - early April at Stampede Park. This show is attended by thousands of outdoor recreationalists of all ages. Our booth has been consistently positioned by Fairmont Hot Springs Resort, Glacier Country, Great Falls TBID, Town Pump Hotel Group, and Glacier Park. There is a great deal of interest in Montana and surprising our Canadian neighbors are quite familiar with Butte and what she has to offer.</p>						
Marketing Support	Administration	Yes	<p>This portion of the budget is a co-op between the CVB and the TBID. One person holds the positions of Executive Director of the CVB and is also the Executive Secretary for the Butte - Silver Bow Tourism Business Improvement District. The CVB contributes \$15,000 towards the salary, with the remaining salary portion of \$35,000 coming from the TBID.</p> <p>The Executive Director of the CVB works with a board of directors to carry out the projects funded by bed tax dollars as decided through the Marketing Plan submitted to the TAC.</p> <p>The Administrative line items also allows for additional expenditures needed in the form of office items and operations for office.</p>	<p>Butte has had a fulltime CVB/TBID person in place for over 2.5 years. Because of the TBID funding to make this a salaried position of more than \$15,000 it has been easier to keep someone in the position.</p>	<p>By having a co-op paid position to promote Butte's tourism entities and encourage more overnight visitors there is not duplication of services as one person is fulfilling the duties.</p>	<p>Success can be easily measured by the completion of tasks/projects outlined in the Marketing Plan submitted to the TAC. Butte has a more visible presence due to the fact there are active boards and personnel to administer and carry out programs and projects for each organization promoting Butte.</p>	\$17,578.00	Yes	
Marketing Support	Opportunity Marketing	Yes	<p>There are times throughout the year when viable projects come to the attention of the CVB, and because we have not set aside any funds it is difficult to participate. The amount of money for Opportunity is small, however Butte is fortunate to be able to work with the TBID to assist with much funding.</p>	<p>We not do currently have a project slated as these are funds for projects that may or may not come forward, at which time we will evaluate the project and only participate if deemed worthy.</p>			\$370.00	Yes	
Marketing Support	TAC/Governor's Conference meetings	Yes	<p>Costs associated with attendance at TAC meetings, Governor's Conference.</p>				\$1,000.00	No	
Marketing Support	Fulfillment/Telemarketing	Yes	<p>The Butte CVB pays for the toll free number that comes into our VIC and postage/shipping of tourist information as requested by potential visitors, other VIC's and Chamber of Commerce; by request only. The</p>	<p>With the Butte CVB and TBID office located in the Chamber Building VIC I see firsthand the need travelers have for printed information. That being said the visitors only take what they need or have an interest in, putting back literature that is not needed. Even those visitors traveling with children do not encourage grabbing brochures. I feel much of this is due to people making a conscious decision to be "green" in their respect for the environment.</p>	<p>We need to have a way to get information to those requesting. We also need to make it easy for visitors or potential visitors to contact for free,</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</p>	\$3,100.00	No	

			Butte CVB contracts with Certified Folder as the primary way of distributing our Visitor Guides to their racks along routes Yellowstone and Glacier.	Given daksjto;awheoifsdnrvlkn;otijweisfdjxxx	thus the toll free number.	information needs.			
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. 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, Cheryl Ackerman 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>Our VIC also is where our visitors take the Chamber's Trolley tour which is offered 3 times a day during the busiest part of the season. Because of a significant increase in visitors we to begin the Trolley tours prior to Memorial Day. The VIC also offers our visitors a great deal of information both printed and via personal information because of the great view our VIC offers of the entire valley. We are expected to have available to our visitors not just information on Butte, but the entire region. Many times we are pulling and printing information off the internet, which requires more than one person at the VIC desk.</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 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> <p>Non-resident visitors who spent the night in Butte all Quarters 2014: Sites visited #1- Yellowstone 55% #2 - Glacier 43%. Overnights in #1 -Glacier Country 40% and #2 – Yellowstone Country. We need to be available not only for the time we can get them to stay in Butte, but in Montana in general.</p>	<p>We have visitors sign our I guest book, this provides us with statistics along with a way to track where our visitors come from. When our VIC refers visitors to attractions, hotels and restaurants we ask them to tell these businesses they were referred by the Chamber (as that is the building the VIC resides).</p>	<p>We will utilize the information gathered from the guest book. Also we rely on our attractions, hotels, restaurants to give us feedback when we refer visitors to their locations.</p>		\$15,000.00	Yes
							\$87,893.00		

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget
Consumer	Billboards/Out-of-Home	\$500.00	\$3,000.00
Consumer	Mobile Applications	\$2,000.00	\$0.00
Consumer	Travel Guide	\$7,000.00	\$0.00
Consumer	Printed Material	\$3,000.00	\$1,700.00
Consumer	Print Advertising	\$4,945.00	\$30,000.00
		\$17,445.00	\$34,700.00
Events	Press Promotions/Media Outreach	\$21,000.00	\$21,000.00
		\$21,000.00	\$21,000.00
Group Marketing	Travel/Trade Shows	\$12,400.00	\$4,000.00
		\$12,400.00	\$4,000.00
Marketing Support	Administration	\$17,578.00	\$35,000.00
Marketing Support	VIC Funding/Staffing/Signage	\$15,000.00	\$15,600.00
Marketing Support	Opportunity Marketing	\$370.00	\$5,000.00
Marketing Support	TAC/Governor's Conference meetings	\$1,000.00	\$0.00
Marketing Support	Fulfillment/Telemarketing	\$3,100.00	\$0.00
		\$37,048.00	\$55,600.00
		\$87,893.00	\$115,300.00

Miscellaneous Attachments

File Name	Description	File Size
15-BUTTE-0003 BIKE Mag.pdf (4.4 MB)	Mountain Bike Ad produced by The Wendt Agency for CVB and TBID coop campaign	4.4 MB
15-BUTTE-0003 Fly Fisherman (3).pdf (4.1 MB)	Fishing Ad produced by The Wendt Agency for the CVB and TBID cooperative warm season campaign	4.1 MB
AttractionsSheet_14 .pdf (1.6 MB)	The Attraction Sheet the Butte CVB has available.	1.6 MB
ITRR Report with Drive Through in Butte 2014.pdf (45 KB)	2014 ITRR Report for those non-residents who drove through Butte	45 KB



Billboard Butte does not pay.



Billboard Butte CVB pays \$500 per year for

Reg/CVB Required Documents

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