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Application

Instructions

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 **Withdraw** changes the status of the application to Withdrawn and removes the app from the evaluation process.

Application Details

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

41744 - FY17 Region/CVB Marketing Plan - Final Application

44374 - Butte-Silver Bow Convention & Visitors Bureau Marketing Plan FY16-17
DOC Office of Tourism

Status: Under Review

Original Submitted Date: 05/16/2016 4:27 PM

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Applicant Information

Primary Contact:

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*
Phone:* Butte 406-723-3177 Montana 59701
City State/Province Postal Code/Zip
Phone
 ###-###-#### Ext.
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 406-723-3177 Montana 5971
City State/Province Postal Code/Zip
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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?

With Butte's location at the intersection of I-90 and 15 we sit on the quickest way to travel from Park to Park and the other major cities in Montana. Butte's Visitor Center sits just off the highway, offering convenience for visitors to stop, whether it is to use the restroom or to gather information. From the ITRR Interactive Data from 2015 we have learned 87% 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:

Lodging, gas stations, restaurants, shopping, buildings, and people; Butte is no different than any other community in Montana, or anywhere else. Except...Butte has:

Copper King Mansion

*The Historic Clark Chateau

*Butte Labor History Center

*Berkeley Pit

*Granite Mountain Memorial

*Old Butte Historical Adventures

Piccadilly Transportation Museum

Mah Wai Museum

*Dumas Brothel

Our Lady of the Rockies

World Museum of Mining

*Mineral Museum

*Butte Archives

St. Lawrence Church,

*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 salmonfly, 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 and an interpretive mining-gallus frame exhibit

*Butte Urban Safari Tours

*Montana ATV Rentals & Tours

Butte Trolley Tours

Lexington Gardens Stamp Mill

*Gallus Frames throughout the Uptown District

*Mobile App with walking tours

Ghost Signs

Mining Labor History Tour

Historic District Walking Tour

Painted Ladies

Ethnic History

**denotes attractions available year round.*

And...the largest historical district in the western United States.

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

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

Butte Economic Development Coordinating Committee (BEDCC) a large group of community leaders working toward common goals of 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 outlining 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

Opening of the Fairfield Inn and Suites later in 2016

Hotel previously known as the Copper King Inn will reopen in the spring 2017

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, 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

Chamber is fully staffed with personnel after a year of limited full time staff

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

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

Sharing our amazing outdoor recreation

Perceived lack of conference hotel/venues

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 BEDCC has hired Flood Marketing to develop a social media campaign and website. All of the creative links to the Montana Brand.

Potential for coop marketing dollars to become available to supplement campaigns

Re-opening of the hotel formerly known as the Copper King Inn

New Executive Director at the Butte Local Development Corporation (BLDC) who is well connected and bringing a new energy to the economic development arm of our city.

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.

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 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, folging, climbing, ATVing, motor biking, boating, floating, rafting camping, downhill and/or cross country skiing, snowmobiling, or snowshoeing.

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

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

At the days end Butte offers many lodging opportunities, including two bed & breakfasts; Copper King Mansion and Toad Hall Manor. Restaurants, four breweries and a distillery, wine bar, historic M&M, gaming, bowling, Silver Bow Drive-in Theater, 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:

Beginning May 2016 the Butte TBID will conduct a digital and social media marketing campaign totaling \$50,000 utilizing the expertise from The Montana Standard/Lee Enterprises and KXLFF. All promotion will direct visitors to, Buttecvb.com or visitbutte.com which is the Butte website hosted by MTOT. Content for the Butte site has been added and continually updated with the assistance of an intern from Montana Tech's Business Department. We will continue with type of campaign next year, with the Butte CVB contributing to this campaign at a \$25,000 level.

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.

We will continue to add tours to the mobile app we had 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.

Butte will no longer produce a printed visitor guide, instead we will depend upon the visitor computer. We will print pieces on an "as needed basis."

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

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.

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 in the final stages at this time, I will bring copies with me at the presentation of the CVB Marketing Plan in June.

The Butte TBID is producing a map featuring the outdoor recreational opportunities in the Butte area:

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 kiosk.

Optional: Include attachments here.

3. Who is your market?

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

As I looked at the ITRR Interactive Report Data for 2015 choosing all 4 quarters for non-resident visitors I decided to compare the statistics for: "Montana" to "those visitors who drove through Butte" and those visitors who "overnighted 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 \$50,000 to \$100,000 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.

b. What are your emerging markets?

Although Fairmont Hot Springs Resort has had beautiful conference facilities since the 1970's, their expansion and remodel 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.

The Copper King Hotel is under renovation with an open date in the spring of 2017. This exciting development gives Butte a full service convention hotel. The new hotel owners are local, Montanan's that is, they are two successful businessmen with the capital to invest in the property. In visiting with them they prepared to bring the hotel into the 21st century. The Copper King offers a ballroom with over 6,600 square feet, convention center of 5,600 square feet and additional areas for breakout rooms.

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.

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 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.

Optional: Include attachment here.

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 1,500, currently we are at 2,496 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, 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.

Track the social media campaign using "selfie spots" we have set up at all attractions in Butte.

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.

Optional: Include attachments here.

5. Joint Venture Opportunities

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 the media buys available through MTOT as The Wendt Agency develops campaigns for the Butte CVB.

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.

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. 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.

Optional: Include attachments here.

Include pie chart here.

[FY1617 Pie Chart.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 Attmhmnts																																			
Consumer	Online/Digital Advertising	Yes	<p>A social media and digital advertng campaign is being rolled out for the summer of 2016 utilizing: targeted mobile, location targeting, You Tube pre-roll and retargeting search and site, the CVB will partner with the 2017 campaign which will be funded primarily with TBID dollars. Although the specifics for 2017 have not been laid out it is the plan of the CVB to match the TBID campaign which in 2016 is \$50,000.</p> <p>Given the ability to latch on searches performed by individuals and follow them around the internet is a bit,</p>	<p>We know the internet, social media, You Tube, and platforms we may not be aware of are reaching our visitors.</p> <table border="1"> <thead> <tr> <th>Info Sources Used for Trip Planning</th> <th>Montana</th> <th>Traveled Through Butte</th> <th>Overnighted in Butte</th> </tr> </thead> <tbody> <tr> <td>Most Useful/All Used</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Used no Sources</td> <td>30%/33%</td> <td>29%/31%</td> <td>26%/27%</td> </tr> <tr> <td>Search Engines</td> <td>22%/37%</td> <td>21%/38%</td> <td>24%/43%</td> </tr> <tr> <td>National Park Brochure</td> <td>10%/23%</td> <td>10%/2%</td> <td>8%/22%</td> </tr> <tr> <td>Book or Website</td> <td></td> <td></td> <td></td> </tr> <tr> <td>VisitMT</td> <td>4%/9%</td> <td>3%/9%</td> <td>5%/13%</td> </tr> <tr> <td>Source Used During Trip</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Most</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Info Sources Used for Trip Planning	Montana	Traveled Through Butte	Overnighted in Butte	Most Useful/All Used				Used no Sources	30%/33%	29%/31%	26%/27%	Search Engines	22%/37%	21%/38%	24%/43%	National Park Brochure	10%/23%	10%/2%	8%/22%	Book or Website				VisitMT	4%/9%	3%/9%	5%/13%	Source Used During Trip				Most				<p>With more dollars and our ability to work together with the media, we can get more exposure. Of course this will be contingent upon the success of the 2016 campaign.</p>	<p>Both KXLF and The Montana Standard, along with analytics from the buttecvb.com and visitbutte.com website will be key to our measurement of success.</p>	\$25,000.00	Yes	
Info Sources Used for Trip Planning	Montana	Traveled Through Butte	Overnighted in Butte																																										
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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 Montana and all she has to offer.

The 2016 campaign is contingent upon the great creative put together by The Montana Standard and the expertise of both of the major media organizations in the Butte market.

True to Butte's ability to partner together, the TBID has made it imparative these two media organizations cross share all creative, keeping the message cohesive reflecting the Montana Brand.

Both organizations have the ability and expertise to provide excellent content for this years campaign.

The CVB is budgeting monies for the campaign which will roll out earlier in 2017.

Useful/All Used			
Map Applications (i.e. Google Maps)	26%/43%	26%/47%	31%/50%
VIC	17%/29%	13%/24%	13%/23%
Official Hwy Info Signs	10%/26%	12%/32%	11%/35%
Employees	9%/20%	7%/19%	9%/27%
Mobile Apps	14%/22%	12%/22%	5%/19%

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>From the 2015 all quarters for 2015 the following statistics:</p> <p style="text-align: center;">Sources Used During Trip</p> <table border="1" data-bbox="751 662 1260 863"> <thead> <tr> <th></th> <th>Montana</th> <th>Drove Through Butte</th> <th>Overnighted in Butte</th> </tr> </thead> <tbody> <tr> <td>Most Useful</td> <td>3%</td> <td>4%</td> <td>3%</td> </tr> <tr> <td>All Used</td> <td>9%</td> <td>12%</td> <td>11%</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>		Montana	Drove Through Butte	Overnighted in Butte	Most Useful	3%	4%	3%	All Used	9%	12%	11%					<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.</p> <p>The billboard at Garrison is different from the other billboards promoting Butte. It shows a woman dressed in vintage clothing, the photo was taken at the Copper King Mansion.</p> <p>Both billboards will need new vinyls in the coming year. This is be brought before the TBID for funding.</p>	<p>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. Perhaps the fact both billboards need updating should be an indicator itself on comments.</p> <p>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.</p>		\$500.00	Yes	
	Montana	Drove Through Butte	Overnighted in Butte																							
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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-Deerlodge National</p>	<p>Supporting research/statistics</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>2014 Attractions</td> <td>47%</td> <td>20%</td> <td>27%</td> <td>6%</td> </tr> <tr> <td>2015 Attractions</td> <td>39%</td> <td>24%</td> <td>26%</td> <td>12%</td> </tr> <tr> <td>2014 Lodging</td> <td>27%</td> <td>22%</td> <td>20%</td> <td>31%</td> </tr> <tr> <td>2015 Lodging</td> <td>30%</td> <td>14%</td> <td>23%</td> <td>33%</td> </tr> </tbody> </table>	Travelers Needs	Never	Sometimes	Frequently	Always	2014 Attractions	47%	20%	27%	6%	2015 Attractions	39%	24%	26%	12%	2014 Lodging	27%	22%	20%	31%	2015 Lodging	30%	14%	23%	33%	<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. With Google Analytics we can see where ppl are coming to the site from, pages viewed, length of time on the site.</p>	\$2,000.00	Yes	
Travelers Needs	Never	Sometimes	Frequently	Always																														
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			<p>Forest, and the Butte-Silver Bow TBID.</p> <p>We have been sharing the mobile app with our visitors these past few months. We can now see the functionality of the app and have plans to add the following tours: brewery/distillery, Evel Knievel, antiques/boutiques /unique shopping, restaurants, some of Butte most know dining spots.</p>						
Consumer	Printed Material	Yes	<p>Throughout the year Attraction Sheet/Tear Off Map is distributed at the VIC, hotel, restaurants, events and sporting venues. This piece has been printed and used year after year. This past year we printed the ASTOM in color, featuring attractions that are either open year round, or have a longer open season. The map on the ASTOM shows major streets, attractions and sporting venues. Because of the ASTOM ease of use it truly is one of the best tools we have to direct our visitors around the city.</p> <p>We are no longer producing a visitor guide, instead we are going to print pieces for fulfillment. Printed pieces can be customized</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 maed. 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>	<p>This piece is given out more frequently given out during the entire year, Many times visitors need simple and easy information on what is available and a map for locating our attractions. This is the perfect product to entice visitors to stay, if more information is needed the visitor guide is also given out.</p>	<p>It is difficult to measure the success of this piece, but given we go through so many, we know it is utilized and needed.</p>	\$3,000.00	Yes	

			according to need.																																													
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.</p> <p>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. This is paid for with TBID funds utilizing the skills of The Wendt Agency</p>	<table border="1"> <thead> <tr> <th></th> <th>Montana</th> <th>Drove Through Butte</th> <th>Overnighted in Butte</th> </tr> </thead> <tbody> <tr> <td>Sites Visited on Trip</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Yellowstone</td> <td>55%</td> <td>59%</td> <td>59%</td> </tr> <tr> <td>Glacier</td> <td>36%</td> <td>40%</td> <td>42%</td> </tr> <tr> <td>Other MT State Parks</td> <td>14%</td> <td>14%</td> <td>19%</td> </tr> <tr> <td>Flathead Lake State Parks</td> <td>9%</td> <td>12%</td> <td>17%</td> </tr> <tr> <td>Activities</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Scenic Driving</td> <td>59%</td> <td>65%</td> <td>68%</td> </tr> <tr> <td>Nature Photography</td> <td>38%</td> <td>39%</td> <td>35%</td> </tr> <tr> <td>Day Hiking</td> <td>39%</td> <td>38%</td> <td>31%</td> </tr> </tbody> </table> <p>Given so many of our visitors travel to or both of our national parks we feel being in a map that is distributed for each park is important.</p>		Montana	Drove Through Butte	Overnighted in Butte	Sites Visited on Trip				Yellowstone	55%	59%	59%	Glacier	36%	40%	42%	Other MT State Parks	14%	14%	19%	Flathead Lake State Parks	9%	12%	17%	Activities				Scenic Driving	59%	65%	68%	Nature Photography	38%	39%	35%	Day Hiking	39%	38%	31%	<p>From the ITRR customized reports, keeping the report broad; all quarters of 2015 versus all quarters of 2014 with one night lodging in Butte. According to the ITRR in 2014 the average stay by non-residents who spent a night in Butte was 4.32 nights in 2015 it decreased to 3.58 nights.</p> <p>The following information was shared: In 2014 - 46% versus 2015 -47% of visitors spent at least one night in the tourism region SWMT, In 2014 - 26% versus 2015 - 25% spent a night in Glacier Country. Of the visitors spending a night in Butte, the highest entry point is Superior with 19% in 2014 with an increase to 21% in 2015. West Yellowstone entries was 10% in 2014 versus 14% in 2015.</p>	<p>With every request for visitor information to be sent out a form in completed. Questions with regard to where the potential visitor heard of us is asked with tracking related to SWMT, Glacier Country 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>	\$5,000.00	Yes
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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 2 years ago. The Butte CVB feels it is important to assist in the promotional efforts of these events.</p> <p>Those who attend these festivals have a higher propensity to spend more money, not asking for hotel discounts.</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</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 goers can have a great time without having to trapse around on Park Street.</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>	<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>	\$23,000.00	Yes	
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festival weekend. Evel 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 comparasions.

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.

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.							
Group Marketing	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>	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.				\$6,700.00	No	
Marketing Support	Administration	Yes	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		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			\$22,200.00	Yes	

			Improvement District. The CVB contributes \$15,000 towards the salary, with the remaining salary portion of \$35,000 coming from the TBID.		Plan submitted to the TAC. The Administrative line items also allows for additional expenditures needed in the form of office items and operations for office.				
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>Non-resident visitors who spent the night in Butte all Quarters 2015 from the ITRR show 17% 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>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>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>We can look at the number of visitors we see every year from our guest book. However the numbers are only as good as the VIC staff encouraging visitors to sign the book.</p>	\$15,000.00	Yes	

Marketing Support	Fulfillment/Telemarketing	No	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.	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.	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.	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.		\$3,600.00	No	
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.					\$4,000.00	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.		Attending TAC meetings and Governor's Conference allows for education and networking with our other tourism promotion partners and state government personnel tasked with			\$1,000.00	No	

					promoting Montana for tourism promotion. Also these meetings allows for firsthand peeks at upcoming campaigns, changes within the department and conversations on how bed tax dollars can be spent.				
									\$111,000.00

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	Printed Material	\$3,000.00	\$1,000.00
Consumer	Print Advertising	\$5,000.00	\$2,824.00
Consumer	Online/Digital Advertising	\$25,000.00	\$50,000.00
		\$35,500.00	\$56,824.00
Events	Press Promotions/Media Outreach	\$23,000.00	\$30,000.00
		\$23,000.00	\$30,000.00
Group Marketing	Travel/Trade Shows	\$1,400.00	\$0.00
Group Marketing	Travel/Trade Shows	\$3,300.00	\$0.00
Group Marketing	Travel/Trade Shows	\$2,000.00	\$0.00
		\$6,700.00	\$0.00
Marketing Support	Administration	\$22,200.00	\$40,000.00
Marketing Support	VIC Funding/Staffing/Signage	\$15,000.00	\$20,000.00
Marketing Support	TAC/Governor's Conference meetings	\$1,000.00	\$0.00
Marketing Support	Fulfillment/Telemarketing	\$3,600.00	\$0.00
Marketing Support	Opportunity Marketing	\$4,000.00	\$6,000.00
		\$45,800.00	\$66,000.00
		\$111,000.00	\$152,824.00

Miscellaneous Attachments

File Name	Description	File Size
CVB Rankings for Non-Resident Visitors for FY1617 Marketing Plan.docx (15 KB)	Data from ITRR	15 KB
FY1617 Attachment from ITRR.docx (18 KB)	ITRR Document	18 KB
FY1617 Pie Chart.docx (28 KB)	Pie Chart based on budget	28 KB

Reg/CVB Required Documents[Return to Top](#)

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