



Grant Details

**80683 - FY20 Region/CVB Marketing Plan**

**86697 - FY20 Butte CVB Marketing Plan**  
**DOC Office of Tourism**

**Grant Title:** FY20 Butte CVB Marketing Plan  
**Grant Number:** 20-51-011  
**Grant Status:** Underway  
**Comments:**  
**Applicant Organization:** Butte Silver Bow Convention and Visitors Bureau  
**Grantee Contact:** Maria Pochervina  
**Award Year:** 2019  
**Program Area:** DOC Office of Tourism  
**Amounts:**  
**Contract Dates:**  
**Project Dates:**  
**Grant Administrator:** Barb Sanem  
**Contract Number:** 20-51-011  
**Award Year:** 2019

**Contract Dates**



Contract Sent    Contract Received    Contract Executed    Contract Legal

**Project Dates** 07/01/2019

06/30/2020

Project Start    Project End

**Comments**  
**Amendment Comments**

**Community & Brand Support**

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

Pretty; it's what comes to mind when visitors come upon the many cities and towns along the highways and backroads of Montana. It's not what comes to mind when visitors see Butte for the *first time* with its ominous black headframes and open-pit mining operation. But Butte is indeed pretty, when visitors dig deeper.

*pret-ty/ pride/adjective attractive in a delicate way without being truly beautiful or handsome.*

Pretty homes built during the mining heyday at the turn of the 20<sup>th</sup> century are numerous in Historic Uptown Butte with their traditional Victorian architectural elements; tall and narrow windows, multiple rooflines, wood clapboard siding, bold paint scheme and of course the decorative lace-like trim.

Beautiful and handsome best describes the architecture of the buildings in Uptown Butte with their intricate facades of stone and brick, turrets and balconies, ornamental leaded glass windows and doors.

At first glance no, Butte is not pretty, but when visitor explore and engage with the residents and offerings of this historic place, Butte takes on a different and deeper meaning; friendly, lively, entertaining, relaxing, interesting, complicated and even perhaps...pretty.

Butte still lays claim to strengths:

- The junction of Interstates 15 and 90.
- Between Yellowstone and Glacier National Parks
- Located in the heart of SWMT
- 13 trailheads to the Continental Divide National Scenic Trail within 30 miles of city-center
- Thompson Park, the only municipal park on National Forest Service land in the US, offering day-use, non-motorized recreation year-round
- Largest Historic Landmark District in the United States with funding to assist in preservation of buildings in the Historic District
- Convention hotels
- Many hotels still locally owned and operated
- Within a 1.5-hour drive to 3 the larger communities of Bozeman, Helena, and Missoula
- 90 restaurants – 43 non-franchised – 56 locally owned
- 25 attractions/tours
- Strong teams: Advantage Butte bringing sporting events to Butte, Economic Development group, meeting bi-weekly working improve Butte as a community, Silver Bow Hospitality & Lodging Assn working together to best care for Butte's visitors
- 18 annual events and festivals
- New waterpark with the longest lazy river in Montana
- New destination playground with a mining theme

- Proximity to: Old Works Golf Course – A Jack Nicklaus Signature course, Fairmont Hot Springs Resort, Discovery Ski Basin, Homestake Lodge with cross country skiing
- Small boutiques and quaint shops
- Superfund cleanup
- Breweries and distillery – offering tours and homemade beverages
- Attractions offering shoulder and off-season tours more frequently
- Re-opening of the Dumas Brothel – owners with a vision
- Great tour guides and denizens who share Butte's stories
- Montana Tech

Butte struggles with weaknesses:

- Limited air service
- Retail offerings
- Image of the Berkeley Pit
  - Bird Issue
  - Superfund – Dirty Water
  - Negative perception of Butte's reputation; rough, rowdy, dirty, old
  - Historical preservation
  - Promotional funding
  - Interstate junction – travelers drive by

Butte has opportunities:

- Community is working together to obtain another flight into Butte
- Working to gain more retail businesses
- Front line training to keep visitors in Butte longer or to return again
- Content capturing life in Butte via video and photography
- Work with local businesses to update their sites on the visitmt.com information
- Utilize Butte.Elevated
- Need to produce and distribute:
  - More and different itineraries for Butte and the area
  - Information annual events and festivals

Butte's Challenges:

- Other communities obtaining more flights
- Retail closures
- Workforce
- Limited access to Our Lady of the Rockies
- Visitors driving by
- Older resident demographic
- Image

#### **More Spectacular Unspoiled Nature Than Anywhere Else in the Lower 48**

Butte may have the scars of mining at close hand, but the beauty synonymous with Montana is available all within minutes of city-center; quite mountain trails and unobstructed vistas along Maud S Canyon, Thompson Park and the trails leading to and along the CDNST, open waterways of the Big Hole River and Delmoe Lake await residents and non-residents to fish, raft, paddle and relax. With so many open and non-crowded areas, wildlife is abundant for viewing.

#### **Vibrant and Charming Small Towns Serving as Gateways to our Natural Wonders**

Butte is the smallest big town in Montana, bringing together the offerings of a larger community as well as the uniqueness and friendliness of a small town. Locally owned shops like; 5518 Designs, Butte Stuff, Cavanaugh's Country Celtic, offer visitors a chance to take a bit of Butte home. Located between the national parks of Yellowstone and Glacier, within an hour of state parks of Lost Creek, Lewis & Clark Caverns, and the Anaconda Stack, Butte assists visitors with pertinent information while encouraging those with plans to move on, to take time and experience our community.

#### **Breathtaking Experiences by Day and Relaxing Hospitality at Night**

Like all of Montana, visitors to Butte in the winter, have easy access to cross country and downhill skiing, fat tire biking, ice skating, snowshoeing, ice fishing, and snowmobiling with concise and pertinent information available at the VIC and Forest Service Offices. Warm season recreation includes, but is not limited to, mountain biking and hiking, waterway activities, golf, disc golf, and wildlife watching. Evenings can be spent at one of Butte's three breweries or Head Frame Spirits where non-alcoholic and adult beverages are available. With ninety establishments serving some type of food; over half are locally owned and operated.

**Describe your destination.**

#### **Inspiration**

Participating through advertising in: SWMT's travel guide ad and pages promoting Butte (full page ads only in the guide), Certified Folder's Yellowstone and Glacier National Park maps and distribution, Yellowstone Journal, and publications promoting our region with emphasis on Butte, to the international visitor. A cooperative promotion with the Butte TBID to fund the digital and on-line program through The Montana Standard to direct traffic to the visitbutte.com website. Attendance at the Calgary Outdoor Show with SWMT and other Montana communities/businesses, to entice the Canadian visitor to stop, stay and recreate in our area. Tradeshows targeting the international market with MTOBD at IPW and RMI. Participating with the Travel Alliance Partners at TAP Dance where 20-minute regional pod appointments help domestic tour operators with new ideas and itineraries.

#### **Orientation**

The websites for SWMT and visitbutte.com assist visitors in obtaining itineraries and in-depth information on Butte and the area. The 800#, and small travel guide Butte produces is sent to visitors as well as other VIC/Chamber of Commerce throughout the state and region. The VIC at the Chamber is staffed year-round, answering phone calls and assisting visitors. Familiarization tours, hosting tour operators, travel writers, social media influencers, and photographers.

#### **Facilitation**

Butte and SWMT are proud of the travel guides produced annually. The SWMT guide is map heavy, with itineraries, information on niche markets and in-depth information on communities. The Butte guide, with no advertising, gives visitors a clean and sleek piece to use as guide for the city. The Butte VIC's goal is to keep visitors in Butte; one more hour, one more meal, one more night. A map is produced annually highlighting Butte's attractions, urban trails, sports complexes/parks, public parks, and important sites. When visitors express an interest to move on from Butte, it is the goal of the staff to share as much information as possible to encourage more expenditures in the region and state.

Although not completed at the time of writing, the Executive Directors of the Chamber of Commerce and CVB will be conducting personal visits to hotels, convenience stores, gas stations, restaurants, and other popular sites to train front line staff on how to keep visitors in the city, region and state longer. This will be done as a part of meetings already scheduled at businesses for safety training or staff meetings.

**Optional: Include attachments here**

a. Define your target markets (demographic, geographic and psychographic).

*Primary:* Visitors to Butte who either spent the night or drove through the city are repeat visitors with high percentages to return within 2 years. Visiting national parks were important to these visitors. The data below supports the reasoning of continuing the advertising in the Certified Folder Yellowstone and Glacier maps and the subsequent placement of these maps in the racks owned by Certified Folder.

2018 All Quarters - ITRR	Overnighted in Butte	Drove Through Butte	State
Repeat Visitors	82%	75%	75%
Plan to Return within 2 Years	76%	79%	84%
Visited YNP	53%	57%	52%
Visited GNP	35%	53%	41%
Visited Other State Parks	23%	13%	12%

**2018 Quarters ITRR**

Activities	Overnighted in Butte	Activities	Drove Through Butte	Activities	State of MT
Scenic Driving	65%	Scenic Driving	62%	Scenic Driving	53%
Historical Sites	32%	Day Hiking	46%	Day Hiking	41%
Day Hiking	31%	Nature Photography	37%	Wildlife	35%
Nature Photography	30%	Wildlife Viewing	36%	Watching	
Camping	30%	Camping	34%	Nature Photography	31%
Wildlife Viewing	24%	Historical Sites	28%	Recreational	26%
Recreational Shopping	24%	Recreational Shopping	24%	Shopping	
Visiting Museums	21%	Breweries	17%	Camping	26%
Visiting Lewis & Clark Site	15%	Visiting Museums	17%	Historical Sites	19%
Art Exhibits	14%	Visiting Lewis & Clark Sites	15%	Shopping	
Breweries	14%	Farmers Markets	9%	Visiting Museums	17%
Festivals & Events	11%	Visiting Indian Reservations	9%	Visited Lewis & Clark Sites	13%
Visiting Indian Reservations	8%	Fishing	9%	Fishing	9%
Attend a Wedding	5%	Festivals & Events	8%	Festivals	9%
				Farmers Markets	7%
				Indian Reservations	6%

Active Mature: Butte has an older visitor demographic with 38% 55-64 years old and another 38% 65-74. Their income level equally covers \$75,000 to \$150,000. Of this group 66% are in groups of 2 people, 61% are couples. The Butte visitor utilizes a variety of different sources for *trip planning*. Also shared below are the sources *used during the trip*. This group is active wanting to experience the area by hiking, photography, sightseeing, visiting breweries, shopping, visiting historic sites, and events.

**Sources Used for Trip Planning from ITRR All Quarters 2018**

Most Useful	Description	All Used
32%	Search Engine	58%
8%	Visitmt.com	21%
6%	Info from Private Businesses	9%
6%	Online Reviews i.e., TripAdvisor	13%

**Sources During Trip from ITRR All Quarters 2018**

Most Useful	Description	All Used
34%	Map Apps i.e., GoogleMaps	53%
20%	Search Engine	44%
7%	Regional Guidebooks	11%
6%	VIC	16%
6%	Online Reviews	11%

**Secondary**

International Visitors – After attending the Great American West (GAW) Rocky Mountain Roundup, it was apparent this is a market worth pursuing. With the recent re-write and production of the SWMT Travel Guide, Butte and the region is well on the way to make the international visit easy to plan and execute. During the 40 appointments, operators, GAW country representative were impressed with how SWMT laid out the region.

As a part of the International market is a concept brought forward by Rhonda Fitzgerald. Butte will look at reverse genealogy, whereby by families come to Butte to see where their relatives moved in their pursuit of a better life. This idea was further shared with an Irish tour operator, Ciara Foley with Platinum Travel. This agency has been in business or over 30 years in Dublin. The concept of reverse genealogy, piqued interest with the promise to continue this conversation. The Butte Archives with its rich archival vault, partnered with access to local newspapers through The Montana Standard's recent digitalization of all old area newspapers, and the genealogy assistance offered through the Church of Latter-Day Saints, Butte could offer an interesting venture for our international traveler, looking to find decedents.

Travel Influencers/Writers - Like the travel region of SWMT, Butte is interested in delving into this market with participation at the TBEX conference in Billings. A couple of international travel writers are slated for a visit to Butte, the trips have been scheduled. Butte will also participate in any familiarization tours deemed important through MTOBD.

b. *What are your emerging markets?*

Weddings – The data provided through the ITRR from 2018 showed a new market for Butte. With a variety of venues, cost savings associated with food, beverage, and lodging this market will be explored further.

Video Gamers and Music Video Lovers – With the release of Far Cry 5 in Hope County, Montana, there is an uncovered market for Butte. Hope County, Montana is based on the Pinion Ranch west of Anaconda, 30 miles west of Butte. A website for Hope County was created with funding from SWMT, this site will be kept active as “gamers” look to visit the site inspiration for the video game. Butte native Tim Montana filmed his “American Thread” video in Butte with a subsequent video on how the “American Thread” video was made. Butte and the region have access to share the video, filmed when winter was upon the region. Another group, with hometown ties to Butte, is considering filming a comedy feature film in Butte in either the Fall of 2019 or Spring 2020.

International Festival – The second weekend in August is dedicated to An Ri Ra, a Gaelic festival in Historic Uptown Butte. On Saturday, August 3<sup>rd</sup> the Serbian Church will again host Serbian Festival. Given Butte’s diverse nationalities, an international festival is being considered, joining together the two festivals currently booked and adding at least two other nationalities with food, music, dance and culture.

**Optional: Include attachments here.**

c. *What research supports your target marketing?*

The ITRR as well as Arrivallist information on the marketmt.com site is helpful in gathering data. Attendance at international travel shows, the Calgary Outdoor Show and of course the one-on-one visits taking place daily at the Butte VIC, gives feedback as to what the consumer and possible visitor is looking for.

The data gathered from the ITRR and Arrivallist offers great information. Delving a bit further, to compare data for the state versus SWMT versus other communities’ information and goals can be formed. Butte can *grow length of stay* and needs to insure the digital and on-line promotion is in-line with the cities with a history and inclination to visit.

The overall goal is to increase guest room occupancy, length of stay, average daily rate and encourage another visit to the area to delve deeper into Butte’s history and outdoor recreational offerings. The following is how these overall goals will be accomplished:

- Educate front-line employees at hotels, gas stations, convenience stores and attractions on offerings in the Butte area
- Continually work with the Butte Local Development Corporation (BLDC) on the butteelevated.com website. This site is re-directed to the visitbutte.com and buttecvb.com websites
- Update, print, and distribute the Butte visitors guide, to orientate and facilitate the visitor
- Update, print, and distribute the Outdoor Rec Map of the Butte area, to inspire, orientate and facilitate visits
- Update, print, and have available the Attraction Map, to assist in facilitating visits to Butte
- Co-op with the BLDC on the video and photography content gathering project they are working on with a tourism grant from MTOBD. Additional funding, for this project, has been awarded from the Butte TBID
- Co-op partnerships with SWMT and MTOBD in marketing Butte through TripAdvisor
- Continue attending the Calgary Outdoor Show to encourage our Canadian visitors to spend more time in Butte enjoying the outdoor recreational opportunities
- Attend TBEX with SWMT to entice social media influencers and bloggers to visit and write about our region and community
- Continue attending RMI and IPW, with MTOBD other communities and regions to share the story of Montana to the international market
- Continue to attend TAP Dance, to share itineraries to be sold to other domestic tour operators
- Continue the online and digital campaign with the Montana Standard, a co-op with the Butte TBID
- Expand the niche markets of ghost tours, weddings, reverse genealogy, and international festival
- Work with the community partners who execute festivals and events in Butte to share their updated information to attract resident and non-resident visitors
- Work with community leaders to add another flight into the Butte market

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

- Butte will participate in the Visa Vue data program, for the surrounding region, not just Butte specific
- Participate with MTOBD on promotion, digital, social, print etc., depending on cost and budget
- Continue to offer Butte as a site open for familiarization trips, offering, guest rooms and tours either free or deeply discounted, hosted meals, and tour guides knowledgeable in history and recreation, to best share Butte’s story
- Attendance at the Calgary Outdoor Show where the Butte and SWMT booths are joined to showcase the region and communities’ offerings
- Attendance at IPW in the Montana booth with other communities and regions

Buxton Solutions for Butte.pdf

**Optional: Include attachment here.**

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

- Butte will continue to co-op with SWMT and Helena on the TripAdvisor program
- Regional map produced by SWMT, highlighting: ghost towns, hot springs, state parks, and several itineraries though the region
- Continue to take an active role in the SWMT membership through board meetings attendance and assist in updating the travel guide and regional map
- Continue to work with the region and Virginia City on their Vigilante Trail regional promotion

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

- Butte has participated with SWMT on the TripAdvisor Program. Butte needs to be more active in this program, offering better content. Given "Online Reviews" are used by the *primary targeted traveler* demographic who travel to Butte, this is an important resource for travelers not only in the planning stage, but during the actual trip to the area.
- Butte participated in IPW in FY1819. The pod type of appointment gives the international tour operator comprehensive information on a specific region or community, rather than a broad overview.
- Butte is working with MTOBD and Visa Vue to get the best plan to gather data for FY1819 and then again FY2021.
- Butte has been asked to host some parts of familiarizing tours. After RMI and 2018 Governor's Conference, Butte hosted several members of RMI. Their memories and appreciation were shared with stories and the ability to talk of our community with firsthand experiences as they work to promote the Great American West with the other states of Wyoming, Idaho, South Dakota and North Dakota.

Optional: Include attachments here.

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pie chart FY20.docx

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**Marketing Segment, Method & Budget**

Marketing Segment	Marketing Method	Describe your method.	Provide supporting research/statistics.	How do you plan to measure success?	Provide a brief rationale for this method.	Estimated budget for method.	Marketing Method Evaluation	Add'l Attchmnt																																																									
Consumer	Printed Material	The appreciation by visitors for the map is frequently expressed at the VIC. The Attraction Map is what is used daily by the staff at the VIC to orientate people as to how to navigate around Butte to find attractions, parks, trails, and venues. The Attractions Map and the Butte Visitor Guide are personally delivered to Butte hotels, attractions, restaurants, convenience stores and retail outlets at various times of the year. Local residents come into the Chamber to gather information for family visiting the area.	<p>Given the map is used extensively at the VIC, the tables below show how VIC staff is utilized, from the ITRR 2018 All Quarters</p> <p><b>Sources Used During the Trip</b></p> <p><b>Visitors Who Spent At Least One Night in Butte</b></p> <table border="1"> <thead> <tr> <th>Most Useful</th> <th>Description</th> <th>All Used</th> </tr> </thead> <tbody> <tr> <td>6%</td> <td>VIC Staff</td> <td>16%</td> </tr> <tr> <td>3%</td> <td>Info from Friends/Fam in MT</td> <td>11%</td> </tr> <tr> <td>1%</td> <td>Info from Private Business</td> <td>9%</td> </tr> </tbody> </table> <p><b>Sources Used During the Trip</b></p> <p><b>Visitors to Montana</b></p> <table border="1"> <thead> <tr> <th>Most Useful</th> <th>Description</th> <th>All Used</th> </tr> </thead> <tbody> <tr> <td>4%</td> <td>VIC Staff</td> <td>13%</td> </tr> <tr> <td>10</td> <td>Info from Friends/Family in MT</td> <td>16</td> </tr> <tr> <td>1</td> <td>Info from Private Businesses</td> <td>6</td> </tr> </tbody> </table> <p><b>Visitors Who Spent At Least One Night in Butte</b></p> <p><b>Sources Used to Plan Trip</b></p> <table border="1"> <thead> <tr> <th>Most Useful</th> <th>Description</th> <th>All Used</th> </tr> </thead> <tbody> <tr> <td>11%</td> <td>Info from Friends/Family in MT</td> <td>17%</td> </tr> <tr> <td>0%</td> <td>Community Visitor Guide</td> <td>1%</td> </tr> <tr> <td>8%</td> <td>Info from Previous MT Trips</td> <td>17%</td> </tr> <tr> <td>1%</td> <td>Info from Private Businesses</td> <td>3%</td> </tr> </tbody> </table> <p><b>Visitors to Montana</b></p> <p><b>Sources Used for Trip Planning</b></p> <table border="1"> <thead> <tr> <th>Most Useful</th> <th>Description</th> <th>All Used</th> </tr> </thead> <tbody> <tr> <td>12%</td> <td>Info from Friends/Family in MT</td> <td>19%</td> </tr> <tr> <td>7%</td> <td>Info from Previous Visitors to MT</td> <td>17%</td> </tr> <tr> <td>1%</td> <td>Regional MT Travel Guides</td> <td>5%</td> </tr> <tr> <td>1%</td> <td>Info from Private Businesses</td> <td>3%</td> </tr> <tr> <td>1%</td> <td>Community Travel Guides</td> <td>1%</td> </tr> </tbody> </table>	Most Useful	Description	All Used	6%	VIC Staff	16%	3%	Info from Friends/Fam in MT	11%	1%	Info from Private Business	9%	Most Useful	Description	All Used	4%	VIC Staff	13%	10	Info from Friends/Family in MT	16	1	Info from Private Businesses	6	Most Useful	Description	All Used	11%	Info from Friends/Family in MT	17%	0%	Community Visitor Guide	1%	8%	Info from Previous MT Trips	17%	1%	Info from Private Businesses	3%	Most Useful	Description	All Used	12%	Info from Friends/Family in MT	19%	7%	Info from Previous Visitors to MT	17%	1%	Regional MT Travel Guides	5%	1%	Info from Private Businesses	3%	1%	Community Travel Guides	1%	Feedback from visitors, attractions, restaurants, hotels, attractions on ease of use and need.	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. Last year the piece was changed extensively, making the map larger and two pages of actual map. The map features all attractions, rather than seasonal attractions. Also the map matches the visitor guide as a complementary piece. The map is used for the facilitation part of the visitors trip.	\$2,500.00		Attraction Sheet 1.jpg
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Consumer	Print Advertising	<p>Butte will continue to place a full-page ad in the SWMT Guide. Butte has a significant presence in the SWMT guide with several pages of copy and frequent listings. Butte will continue to place a 1/2 page ad in the Glacier Country Guide. It is important for Butte to have a presence for those visitors planning on traveling out of Glacier Country and heading south to SWMT.</p> <p>Because Yellowstone is the number 1 site visitors go to when traveling, it is imperative Butte has a presence. In addition, the Butte CVB will place advertising, advertorial and a digital component in Yellowstone Park.com</p> <p>The maps produced and distributed through Certified Folder on Yellowstone and Glacier will continue to be a part of the budget.</p> <p>As we increase our presence with the international market through RMI, we will continue to place an ad in their map piece as well as the RMI publication. This helps to orientate the receptive and tour operators and RMI representatives in the various countries to share are region and Butte in particular.</p>	<table border="1"> <thead> <tr> <th>2018 All Quarters - ITRR</th> <th>Overnighted in Butte</th> <th>Drove Through Butte</th> <th>State</th> </tr> </thead> <tbody> <tr> <td>Repeat Visitors</td> <td>82%</td> <td>75%</td> <td>75%</td> </tr> <tr> <td>Plan to Return within 2 Years</td> <td>76%</td> <td>79%</td> <td>84%</td> </tr> <tr> <td>Visited YNP</td> <td>53%</td> <td>57%</td> <td>52%</td> </tr> <tr> <td>Visited GNP</td> <td>35%</td> <td>53%</td> <td>41%</td> </tr> <tr> <td>Visited Other State Parks</td> <td>23%</td> <td>13%</td> <td>12%</td> </tr> </tbody> </table> <p style="text-align: center;"><b>Visitors to Montana</b> Sources Used for Trip Planning</p> <table border="1"> <thead> <tr> <th>Most Useful</th> <th>Description</th> <th>All Used</th> </tr> </thead> <tbody> <tr> <td>1%</td> <td>Regional MT Travel Guides</td> <td>5%</td> </tr> <tr> <td>1%</td> <td>Community Travel Guides</td> <td>1%</td> </tr> <tr> <td>7%</td> <td>National Park brochure/book/website</td> <td>20%</td> </tr> </tbody> </table> <p style="text-align: center;"><b>Visitors to Montana</b> Sources Used During the Trip</p> <table border="1"> <thead> <tr> <th>Most Useful</th> <th>Description</th> <th>All Used</th> </tr> </thead> <tbody> <tr> <td>9%</td> <td>Friends and Family</td> <td>15%</td> </tr> <tr> <td>-1%</td> <td>Community Visitor Guide</td> <td>4%</td> </tr> <tr> <td>7%</td> <td>National Park brochure/book/website</td> <td>24%</td> </tr> <tr> <td>2%</td> <td>Brochure Rack Information</td> <td>10%</td> </tr> <tr> <td>3%</td> <td>Regional Travel Guides</td> <td>7%</td> </tr> </tbody> </table> <p style="text-align: center;"><b>Visitors Who Spent At Least One Night in Butte</b> Sources Used to Plan Trip</p> <table border="1"> <thead> <tr> <th>Most Useful</th> <th>Description</th> <th>All Used</th> </tr> </thead> <tbody> <tr> <td>4%</td> <td>Regional Travel Guides</td> <td>8%</td> </tr> <tr> <td>3%</td> <td>National Park brochure/book/website</td> <td>18%</td> </tr> </tbody> </table>	2018 All Quarters - ITRR	Overnighted in Butte	Drove Through Butte	State	Repeat Visitors	82%	75%	75%	Plan to Return within 2 Years	76%	79%	84%	Visited YNP	53%	57%	52%	Visited GNP	35%	53%	41%	Visited Other State Parks	23%	13%	12%	Most Useful	Description	All Used	1%	Regional MT Travel Guides	5%	1%	Community Travel Guides	1%	7%	National Park brochure/book/website	20%	Most Useful	Description	All Used	9%	Friends and Family	15%	-1%	Community Visitor Guide	4%	7%	National Park brochure/book/website	24%	2%	Brochure Rack Information	10%	3%	Regional Travel Guides	7%	Most Useful	Description	All Used	4%	Regional Travel Guides	8%	3%	National Park brochure/book/website	18%	<p>With YellowstonePark.com emails are sent as follow up emails per requests. Thousands of emails are sent out yearly, without getting a lot of blocked emails.</p> <p>Mars Stout provides excellent data on how may SWMT visitor guides are requested as well as Glacier Country. During RMI and with follow upI see first hand how important the RMI map is to orientate their clients.</p> <p>Success of the Great American West and RMI map will be measured during the International Roundup and the one-on-one conversations with tour operators and GAW representatives.</p>	<table border="1"> <thead> <tr> <th></th> <th>Stayed One Night in Butte</th> <th>Drove Through Butte</th> <th>Montana</th> </tr> </thead> <tbody> <tr> <td>Stayed in Yellowstone Country</td> <td>16%</td> <td>25%</td> <td>29%</td> </tr> <tr> <td>Stayed in Glacier Country</td> <td>25%</td> <td>43%</td> <td>37%</td> </tr> <tr> <td>Stayed in SWMT</td> <td>47%</td> <td>18%</td> <td>13%</td> </tr> </tbody> </table> <p>Given so many travelers who stay in Butte, drive through Butte and are visiting Montana stay in the Yellowstone, Glacier regions, a Butte presence is needed. Yellowstone Journal is one of the best ads to gauge ROI with their email list provided weekly. SWMT's regional guide re-write over the past couple years, primarily as a facilitation piece has made it a great piece to distribute to visitors at the Butte VIC.</p> <p>The Certified Folder maps of YNP and GNP are distributed in the Certified Folder brochure racks. For the Glacier Map there are 100,000 printed and distributed to 585 racks. The Yellowstone Map is printed in 100,000 copies and distributed in 570 locations.</p> <p>The RMI map is printed and distributed throughout 7 European countries and Australia. The Great American West representatives in each of the 7 countries utilize these maps to orientate and facilitate trips to the MT, WY, ID, ND and SD regions.</p>		Stayed One Night in Butte	Drove Through Butte	Montana	Stayed in Yellowstone Country	16%	25%	29%	Stayed in Glacier Country	25%	43%	37%	Stayed in SWMT	47%	18%	13%	\$13,000.00
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Consumer	Joint Ventures	Funding out of this category will be for the coop SWMT and MTOBD with Trip Advisor, Visa Vue, content gathering project with the Butte Local Development Corporation to be shared on all forms of on-line, digital and social media platforms as well as assisting with Virginia City on their promotion of the Vigilante Trail.			To join funding source, especially with MTOBD and SWMT where budgets are larger is helpful. To date Butte has not used allocated funds for Visa Vue, but from the Governor's Conference it is important this data be obtained. Also it will help with determining the impact of the international market on this region. The international information for Butte in turn will be shared with MTOBD for their research and statistics.	TripAdvisor, Visa Vue stats will be provided. Content gathering can be measured through social media and website analytics.	Having funds available to participate on projects where the cost is less due to the purchasing power of more money or large organizations.	\$3,500.00																																																		
Consumer	Online/Digital Advertising	<table border="1"> <thead> <tr> <th>Most Useful</th> <th>Source</th> <th>All Used</th> </tr> </thead> <tbody> <tr> <td>32%</td> <td>Search Engine</td> <td>58%</td> </tr> <tr> <td>8%</td> <td>Visitmt.com</td> <td>21%</td> </tr> <tr> <td>6%</td> <td>Private Business</td> <td>9%</td> </tr> <tr> <td>6%</td> <td>On-line Reviews</td> <td>13%</td> </tr> </tbody> </table> <p style="text-align: center;">Above represents Overnight in Butte and Trip Planning</p> <p style="text-align: center;">Below represent Drive Through Butte-Sources Used During the Trip</p> <table border="1"> <thead> <tr> <th>Most Useful</th> <th>Source</th> <th>All Used</th> </tr> </thead> <tbody> <tr> <td>30%</td> <td>Search Engine</td> <td>52%</td> </tr> <tr> <td>11%</td> <td>Friends and Family</td> <td>17%</td> </tr> <tr> <td>8%</td> <td>Previous Visit</td> <td>17%</td> </tr> <tr> <td>8%</td> <td>AAA</td> <td>13%</td> </tr> </tbody> </table> <p style="text-align: center;">Montana -Source Used in Trip Planning</p> <table border="1"> <thead> <tr> <th>Most Useful</th> <th>Source</th> <th>Used All</th> </tr> </thead> <tbody> <tr> <td>33%</td> <td>Search Engine</td> <td>50%</td> </tr> <tr> <td>12%</td> <td>Friends and Family</td> <td>17%</td> </tr> <tr> <td>7%</td> <td>No Source</td> <td>26%</td> </tr> <tr> <td>7%</td> <td>Previous Visits</td> <td>17%</td> </tr> <tr> <td>7%</td> <td>National Park Info</td> <td>20%</td> </tr> </tbody> </table>			Most Useful	Source	All Used	32%	Search Engine	58%	8%	Visitmt.com	21%	6%	Private Business	9%	6%	On-line Reviews	13%	Most Useful	Source	All Used	30%	Search Engine	52%	11%	Friends and Family	17%	8%	Previous Visit	17%	8%	AAA	13%	Most Useful	Source	Used All	33%	Search Engine	50%	12%	Friends and Family	17%	7%	No Source	26%	7%	Previous Visits	17%	7%	National Park Info	20%	By working with a local entity, we are able to schedule meetings to keep on track of the campaign, make changes, monitor various parts of the campaign for successes or deficiencies, this has proven to be the best approach.	Website analytics	Butte has continued to run a year-round digital and social media campaign to inspire, orientate the potential visitor to our area. The TBID has taken a different approach to their funding.  A social media and digital advertising campaign rolled out for the orientation season of 2019 utilizing: digital marketing, retargeting and location marketing, as well as social media. I have a concern about the general public has been clued in on what exactly re-targeting is as well as geo-fencing and how businesses use these tools. It is my hope to continue to use these tools to target visitors.  The CVB board will taking on the task of choosing a provider, as well as utilizing the tools available through MTOBD.  Monthly meetings take place where the campaign is reviewed, changes discussed and ideas are brought forward.	\$35,436.76		
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Consumer	Travel/Trade Shows	<p>Personal representation to showcase firsthand what Butte offers in-depth to our visitors. Canadian visitors come more frequently when the exchange rate is favorable. 2018 and 2019 were both years with a large Montana contingency in Calgary.</p> <p>RMI is a regional show where the 5 states of: MT, WY, ID, SD, ND showcase the area as a whole. There are 40 appointments with representatives from the different regions of: UK, Australia, Benelux, Nordic, France, Germany, and Italy. These representatives are in their respective countries promoting the region. In addition to the GAW reps there are inbound tour operators and tour operators who book into this region or have an interest.</p> <p>IPW is a large show done with other CVB's Regions and MTOBD. Appointments are pod based, so the entire state can be promoted.</p> <p>TAP is a show where pod appointments are put together featuring a region to domestic tour operators.</p>			<table border="1"> <thead> <tr> <th>2017</th> <th>2018</th> </tr> </thead> <tbody> <tr> <td>WA</td> <td>WA</td> </tr> <tr> <td>ID</td> <td>Alberta, Canada</td> </tr> <tr> <td>OR</td> <td>WY</td> </tr> <tr> <td>CA</td> <td>CA</td> </tr> <tr> <td>Alberta, Canada</td> <td>FL</td> </tr> <tr> <td>CO</td> <td>MN</td> </tr> <tr> <td>UT</td> <td>Sask, Canada</td> </tr> </tbody> </table> <p>The above data is from the ITRR showing places of residency of visitors to Butte who overnights at least one night in 2017 and 2018</p>	2017	2018	WA	WA	ID	Alberta, Canada	OR	WY	CA	CA	Alberta, Canada	FL	CO	MN	UT	Sask, Canada	Data from Visa Vue for international and stats from the inbound tour operators are shared. The Canada show should see data according to the table showing 2017 versus 2018. TAP will be tracked according to tours booked into our region and hotels.	The consumer shows chosen are the Calgary Outdoor Show  International shows chosen are RMI and IPW, Butte is making great inroads into this market and do want to lose the momentum.  Domestic travel show of Tourism Alliance Partnership will continue. There has been a shift in domestic motorcoach sales, specific tour companies specialize in a region and sell tours into the region.	\$12,000.00																																		
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Events	Press Promotions/Media Outreach	<p>The Festival City is a name associated with Butte. Not all festivals get funding and a request for funds is required. It is imperative festivals requesting promo dollars use the funds outside the state of Montana to get the non-resident visitor to Butte. Should any other festivals or events come forward, as they are welcome, the same standards apply.</p>			<p>Festival as an Activity During an Overnight Visit to Butte</p> <table border="1"> <tbody> <tr> <td>2018</td> <td>11%</td> </tr> <tr> <td>2017</td> <td>11%</td> </tr> <tr> <td>2016</td> <td>7%</td> </tr> <tr> <td>2015</td> <td>6%</td> </tr> <tr> <td>2014</td> <td>8%</td> </tr> <tr> <td>2013</td> <td>9%</td> </tr> <tr> <td>2012</td> <td>6%</td> </tr> <tr> <td>2011</td> <td>5%</td> </tr> <tr> <td>2010</td> <td>12% Last Year of the National Folk Festival</td> </tr> </tbody> </table>	2018	11%	2017	11%	2016	7%	2015	6%	2014	8%	2013	9%	2012	6%	2011	5%	2010	12% Last Year of the National Folk Festival	We can measure success of an event by visiting with hotels as they will naturally see an increase in occupancy or a need to increase the guest room rate. Another way to gauge success is from surveys conducted by: the event itself, surveys in a box, or through the ITRR.	Given all of the events in Butte are free or charge a nominal fee, such as the Montana Folk Festival and An Ri Ra, it is important to assist events who come forward for funding for promotion. These events bring alot to our community not just increased visitation, but showcases how the community comes together.	\$20,000.00																																
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		These funds help to fund the full time position of the CVB Director as well as the TBID Director. In the past the CVB did not			The ED of the CVB is the responsible person for completing mandatory reports to the state, keep accurate records of bed tax expenditures, prepare information for annual audit and complete evaluation reports on projects funded with CVB dollars.	Given most of the dollars in this category goes to support the salary of the Executive Director, the success of Butte's campaign can be one way to	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.  The ED for the CVB is the representative																																																			

Marketing Support	Administration	take all of the 20% available for administrative needs. It is budgeted to be used for this fiscal year. The remainder of the salary comes from the TBID.	Attendance at TAC meetings and Governor's Conference where information, education, research is presented. The ED is able to take shared information to incorporate into the promotion for the Butte market.	measure success. The best way to see success is the collections of the TBID as it is a set amount, and not like bed tax which is a percentage.	to be present at TAC meetings and Governor's Conference.  The Administrative line items also allows for additional expenditures needed in the form of office items and operations for office.	\$24,000.00																																										
Marketing Support	Fulfillment/Telemarketing/Call Center	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.  Although rarely used, a dollar amount of \$200 is allocated in the "fulfillment" category. Leaving this amount is more of a place holder should mileage need to be paid.  Given a visitor guide will be produced it will be sent to various other VIC's around the state and into some regional centers. Postage for visitor information is paid out of this category.  Subscription to Constant Contact is needed to respond to Yellowstone Journal as past efforts are not effective and has become difficult.	Postage is logged according to what is being sent and why. As time goes on Butte may see a decrease in postage as more and more visitors use electronic devices for information needs.  Using Constant Contact allows Butte to see what emails are opened and /or unsubscribed.	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.  Constant Contact statistics.	This is how Butte gets information to those requesting. The toll free number makes it easy for visitors or potential visitors to contact for free of charge. Postage is tracked for all information pertaining to Butte's offerings to the visitor with the propensity to stay overnight in the city, region and state.  Constant Contact is utilized to send information to multiple individuals requesting more information on Butte.	\$3,000.00																																										
Marketing Support	TAC/Governor's Conference meetings	To be in compliance with Rules and Regulation governing bed tax dollars' attendance at TAC meetings and the Governor's Conference on Tourism is mandatory. This is the budget place holder for attendance at these events.	The TAC meetings and Governor's Conference provides updated information on; national and state parks, visitor statistics and data, new programs utilizing bed tax dollars, upcoming promotion at the state level. During these events other ideas and opportunities are presented by CVB's and regions with the intent to inspire others to share or at least be knowledgeable on the offerings of an area. Future projects considered by the Butte CVB will be impacted according to the discussions and decisions that come from these meetings.	Reviewing information shared and ability to use to assist Butte in marketing the area. Also the ability to utilize different platforms and research brought forward at these meetings.	Attending TAC meetings and Governor's Conference allows for education and networking with our other tourism promotion partners and state government personnel tasked with promoting Montana for tourism promotion. Also, these meetings allow for firsthand peaks at upcoming campaigns, changes within the department and conversations on how bed tax dollars can be spent.	\$1,000.00																																										
Marketing Support	Opportunity Marketing	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.	Given new projects come available after the Marketing Plan is approved, this allows for an Opportunity Project to be submitted to the TAC for approval. Also this can be a way to fund another project where the dollars originally allocated fell a bit short.	Success would be tied to the specific funded project.	This is a place holder for funding new projects or to move to other projects needing additional funds.	\$1,139.00																																										
Marketing Support	VIC Funding/Staffing/Signage	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, to be at our front desk Monday-Friday 9am-5pm all year. Beginning in mid-May-Labor Day 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 style="text-align: center;"><b>Visitors Who Spent At Least One Night in Butte</b></p> <p style="text-align: center;"><b>Sources Used During the Trip</b></p> <table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th>Most Useful</th> <th>Description</th> <th>All Used</th> </tr> </thead> <tbody> <tr> <td>6%</td> <td>VIC Staff</td> <td>16%</td> </tr> </tbody> </table> <p style="text-align: center;"><b>Visitors to Montana</b></p> <p style="text-align: center;"><b>Sources Used During the Trip</b></p> <table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th>Most Useful</th> <th>Description</th> <th>All Used</th> </tr> </thead> <tbody> <tr> <td>4%</td> <td>VIC Staff</td> <td>13%</td> </tr> </tbody> </table>	Most Useful	Description	All Used	6%	VIC Staff	16%	Most Useful	Description	All Used	4%	VIC Staff	13%	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. Butte also has a Trolley Tour booked out of the VIC. Success can also be viewed by number of Trolley Tour riders. Another stat, although not exclusively linked to the VIC staffing is increased hotel occupancy via TBID comparasions.	Butte has the VIC open 7 days a week with extended hours, as there is a steady stream of visitors stopping in with inquiries and needs from mid-May through Labor Day. The remainder of the year the VIC is open 5 days a week and is manned. 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.	\$16,000.00																														
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Most Useful	Description	All Used																																														
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Marketing Support	Research	Rather than accept the loss of retail as part of the fate of Butte it is important to proactively work to support the existing retailers and attract new retail businesses. Butte has always been a community that is willing to adapt and look for creative solutions for otherwise difficult challenges. Butte has selected a contractor, Buxton Solutions, to address the retail challenges and grow our retail sector to attract more tourists. Buxton is a national leader in assisting communities with siting retail businesses that fit within their community dynamic and market segment. We are confident that through contracting with Buxton Butte will be provided the necessary tools to recruit new retail businesses to Butte and address this issue that is facing our community and impacting our tourism opportunities.  Partners such as the Butte Local Development Corporation, Butte Chamber of Commerce, Butte-Silver Bow Government, are working collaboratively to fund and work the information garnered from Buxton Solutions. This is a one time ask for funding.	<table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th>Activity</th> <th>Overnighted in Butte</th> <th>Activity</th> <th>Drove Through Butte</th> <th>Activity</th> <th>State of Montana</th> </tr> </thead> <tbody> <tr> <td>Recreational Shopping</td> <td>24%</td> <td>Recreational Shopping</td> <td>24%</td> <td>Recreational Shopping</td> <td>26%</td> </tr> </tbody> </table> <p>The information above is from the ITRR for 2018 - Activities participated in by non-resident visitors. The percentages represent approximately a quarter of visitors look at shopping as an activity.</p> <p style="text-align: center;"><b>Retail Ranking in Montana Counties</b></p> <table border="1" style="width: 100%; text-align: center;"> <thead> <tr> <th>Year</th> <th>Butte-Silver Bow</th> <th>Missoula County</th> <th>Lewis &amp; Clark County</th> <th>Gallatin County</th> <th>Cascade County</th> <th>Flathead County</th> </tr> </thead> <tbody> <tr> <td>2015</td> <td>4</td> <td>3</td> <td>4</td> <td>3</td> <td>1</td> <td>2</td> </tr> <tr> <td>2016</td> <td>4</td> <td>4</td> <td>4</td> <td>5</td> <td>4</td> <td>2</td> </tr> <tr> <td>2017</td> <td>7</td> <td>4</td> <td>7</td> <td>6</td> <td>4</td> <td>2</td> </tr> </tbody> </table>	Activity	Overnighted in Butte	Activity	Drove Through Butte	Activity	State of Montana	Recreational Shopping	24%	Recreational Shopping	24%	Recreational Shopping	26%	Year	Butte-Silver Bow	Missoula County	Lewis & Clark County	Gallatin County	Cascade County	Flathead County	2015	4	3	4	3	1	2	2016	4	4	4	5	4	2	2017	7	4	7	6	4	2	With the data from Buxton and the Economic Development team working to fill retail gaps the statistics and leads will be generated. Butte was able to listen in on a conversation with another community who have successfully use Buxton to assist with retail development.	It is no secret that brick and mortar retail has faced numerous challenges over the past several years. With the popularity of internet shopping, decrease in consumer spending at physical establishments and the plethora of online retailers, it is a difficult time to be a retail business. However, it is also no secret that retail businesses that are forward thinking, nimble and creative can not only survive but thrive in communities. Retail shopping is a significant draw to visitors, and can retain visitors that may otherwise travel to another community.	\$26,000.00		Buxton Budget.xlsx
Activity	Overnighted in Butte	Activity	Drove Through Butte	Activity	State of Montana																																											
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						\$169,575.76																																										

**Marketing Method Evaluation Attachments**

- Attachment 1
- Attachment 2
- Attachment 3
- Attachment 4
- Attachment 5
- Attachment 6
- Attachment 7
- Attachment 8
- Attachment 9
- Attachment 10

**Marketing Method Budget**

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget (optional)
Consumer	Printed Material	\$7,500.00	\$0.00
Consumer	Travel Guide	\$12,000.00	\$0.00
Consumer	Joint Ventures	\$24,500.00	\$0.00
Consumer	Travel/Trade Shows	\$31,000.00	\$0.00
Consumer	Online/Digital Advertising	\$79,074.56	\$25,000.00
Consumer	Print Advertising	\$38,000.00	\$0.00
		\$192,074.56	\$25,000.00
Events	Press Promotions/Media Outreach	\$20,000.00	\$40,000.00
		\$20,000.00	\$40,000.00
Film	Opportunity Marketing	\$7,500.00	\$0.00
		\$7,500.00	\$0.00
Group Marketing	Fam Trips	\$10,000.00	\$0.00
		\$10,000.00	\$0.00
Marketing Support	Research	\$0.00	\$24,000.00
Marketing Support	Fulfillment/Telemarketing/Call Center	\$3,000.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,000.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$26,000.00	\$25,000.00
Marketing Support	Administration	\$24,000.00	\$45,000.00
Marketing Support	Opportunity Marketing	\$7,136.00	\$30,000.00
		\$61,136.00	\$124,000.00
		\$290,710.56	\$189,000.00

**Miscellaneous Attachments**

Description	File Name	File Size
This is a larger format, with all attractions listed not limited by what is open year-round and not.	CVB Attraction Map 2019.jpg	477 KB
Butte CVB Market Segment Pie Chart	CVB Pie Chart FY1920.xlsx	15 KB

**Reg/CVB Required Documents**

Description	File Name	File Size
Required Documents	CVB FY20 Required Documents.pdf	3.4 MB
Required Documents	scan.pdf	2.1 MB
Required Documents	scan.pdf	2.1 MB
Required Documents	scan.pdf	2.1 MB

