



Grant Details

68892 - FY19 Region/CVB Marketing Plan

72773 - FY19 Butte CVB Marketing Plan

DOC Office of Tourism

Grant Title: FY19 Butte CVB Marketing Plan
Grant Number: 19-51-014
Grant Status: Underway

Comments:
Applicant Organization: Butte Silver Bow Convention and Visitors Bureau
Grantee Contact: Maria Pochervina
Award Year: 2018
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Grant Administrator: Barb Sanem
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Contract Dates

Contract Sent Contract Received Contract Executed Contract Legal

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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?

Butte America: In the past this name bothered me, I felt we were giving the impression we thought we were superior to other Montana communities. However, over the past few of years, Butte America seems to define who we are; a melting pot of nationalities from our beginning, a city committed to keeping different cultures and traditions alive, home to a university continually pushing forward in the math/science/technology fields, a place to share the story of our immigrants to their families left behind in other countries, and a city of change and small transformations. When I stand on any corner, I am in Butte America.

Butte America:

*I hear rumblings due to the closures of 2 large box stores, Kmart and Herberger's, the cancelation of 2 festivals, Evel Knievel Days and the Original Festival, a fire season in 2017 changing the visitor experience in Montana.

*I hear rumblings of excitement with the opening of our new \$10.5 million airport terminal, Praxis Center for Innovated Learning in Historic Uptown Butte, new construction on the Montana Tech campus, the re-opening of the

Clarion Inn Copper King Convention Center, and the improvements in Stodden Park with a new pool, waterpark, lazy river, carousel and millions of dollars of landscaping.

*I know of rumblings as Butte is frequently considered for new business relocation and expansion due to our pristine water, location at I-15 & 90, the Port of Montana, proximity to larger communities, available facilities and acreage prime for purchase, funding availability through special districts and funding entities, ability of MT Tech/Highlands College to train a workforce for new enterprises, coupled with the outdoor recreation within minutes of the city center, frequent events and happenings around the city.

*I feel the rumblings of change with the opening and purchasing of local businesses: 5518 Designs, Derailed Bikes, Linked Adventures, Original Butte, Closet Collections, Butte Copper Company, The Copper Tee, Crowned Klothing, Geek Emporium, Miller Boots & Shoes, to name a few. Conventions being booked at the Clarion Inn Copper King, Quality Inn and Fairmont Hot Springs Resort where renovations and upgrades has Butte back on the convention rotation map.

*I will feel the rumblings of movement as Butte rolls out a new website; Butte.Elevated where all partners work together to create a website where everything Butte related will be found, including visitor information, all with the goal of making information on Butte easily accessible for visitors, those relocating and needing assistance. Complementing the Butte.Elevated website will be the outdoor component of Base Camp Butte.

Yes, we are moving, shaking, and subsequent rumbling is happening on daily basis.

Butte's location at the intersection of I-90 & I-15 we offer more than one way to access the national parks of Yellowstone and Glacier, as well the other major cities in Montana. Butte's Visitor Center, visible and accessible off I-90 & I-15, a place to stretch legs, use the restroom and gather information year-round. From the ITRR Interactive Data from 2017 we know 72% of those who spent one night in Butte and 79% of those who passed through Butte were with a complete group of return visitors, interesting as well is in 2017 75% of those who spent the night in Butte, and 82% of those who passes through Butte plan on returning within 2 years.

We are working very hard to make the visitor outdoor recreational experience easy with printed maps, Avenza App availability as well as on the, Butte.Elevated website and Basecamp Butte. We are dedicated to sharing the same story whether it is coming through the local government, local development entities, major employers, Chamber of Commerce and tourism entities.

We have worked hard to gather current, pertinent and timely information on our attractions. Another important change is the flexibility we are seeing with many of our attractions in the shoulder and off seasons to accommodate visitors wanting a glimpse of the offerings:

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

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

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

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

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

*Piccadilly Transportation Museum-A collection of automobile paraphernalia from license plates to old gas pumps, signage of all kinds. Although not a heated facility, available year-round by appointment.

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

*Our Lady of the Rockies-Buses to the site run from mid-June through September. Our Lady has been on the East Ridge for just over 30 years. This monument represents faith, hope, love, inspiration, and the spirit of collaboration, for the Butte community. In the off season the movie of how Our Lady was built and put atop the Continental Divide is shown at the Butte Plaza Mall. Our Lady board is getting closer to finalizing the plans to have a tram to take visitor to the top of the mountain, this would be available at least 10 months of the year. Currently the chapel at the site is available for small wedding and vow renewal.

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

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

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

*Holy Trinity Serbian Orthodox Church-Not just a church but a place of worship where every space on the walls and ceilings are adorned with hand-painted frescos. The alter is home to hand carved icon screen. Home to about 150 families, weekly services and ministries are available. Tours of the church are available year-round by contacting the parish office, although they do not charge a fee a donation is appreciated.

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

A 300lb. bronze statue with copper patina of a dog named "The Auditor" who lived in and around the mining operations. "The Auditor" died in 2003.

The VIC is also home to the Butte Chamber of Commerce, they offer a gift shop with Montana Made products. The VIC is open year-round.

*Linked Adventures-Shuttle service and mountain bike rental company offering transportation to trailheads around the Butte area from April through October.

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

**"Pints of the Past" is the best way to hear the brewing history in Butte while stopping for a beverage at: Quarry Brewing, Muddy Creek Brewing, and Butte Brewing. These are available on special dates, by appointment in groups between 10-22, after 5pm and available year-round.

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

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

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

*Mobile App with walking tours:

Ghost Signs

Mining Labor History Tour

Historic District Walking Tour

Painted Ladies

Ethnic History

This app was developed using bed tax dollars via a grant, however the funding to keep this app life is being paid for by the Butte TBID. We would like to see the app add businesses, attractions, dining and lodging to make it easy for visitor to use when they are in Butte. As this project is changing, a contract is being drawn up where it will be a "pay to play", thus not an approved bed tax funded project.

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.

Strengths

Intersection of I-90 & I-15

Visitor Center is open 12 months a year

New airport facility

Between Yellowstone & Glacier National Parks

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

Signature festivals and events:

January: Snoflinga-Winter activity and recreation 2019 will be the 3rd year for this event
 Elite Pro Bull Riders-Two-days of an indoor bull riding event

February: Chinese New Year Parade-Uptown Butte with events at the Mah Wai Museum

March: St. Urho's and St. Patrick's Day-Celebration by the Finnish and Irish.

April: Bacon & Beer Brewfest-Indoor beers, music and food

July: Freedom Festival-Fireworks on the 3rd, parade on the 4th

Montana Folk Festival-Music, Dancing, Food, Vendors, Lifestyles

Butte 100-Mountain bike races, Sorini 25, and a 50 and 100-mile race courses, known as the most difficult mountain bike race in the US.

August: An Ri Ra-Gaelic festival of music, dance, workshops, food and fun

September: Covellite International Film Festival-View films of all genres in Uptown Butte venues

Butte-toberfest-Beer and music at the Original Mine Yard

October: Northern Rodeo Finals-Indoor rodeo finals at the Butte Civic Center

Art Walk the 1st Friday of every month May – October in Historic Uptown Butte

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

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

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

Butte. Elevated. Logo and usage

BEDCC understands the huge impact of tourism on our economy

Ease in navigating around Butte and easy access to 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

Convention facilities at Fairmont Hot Springs Resort, Quality Inn & Suites and Clarion Inn Copper King Convention Center

Miner's Boutique Hotel-8 rooms opened in Uptown Butte in 2016, 4 more rooms were added in April 2018, 2 of which are accessible

Comfort Inn of Butte is completing a complete renovation of guest rooms and public areas

Hotel Finlen under new ownership, great ideas and excitement

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

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

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

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

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

Few chain restaurants

Montana Tech

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

Cleanest drinkable water in the state of Montan

Many non-traditional meeting venues available

Challenges

Visitors drive by Butte with the Interstate intersection

Scarring of past and present mining operations

Changes in some hotel ownership offering deeply discounted rates, which will have an affect on bed tax collections, rate integrity and possibility of reduced per diem rates.

Short summer season

Our Lady of Rockies tours to site not available year round

Limited air service

Limited promotional dollars

No large department or box stores

Smaller population

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

Very few chain restaurants

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

Limited workforce for hotels and restaurants

Opportunities

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

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

New Butte Local Development Corporation Executive Director Joe Willaur

Aligning with the Brand Pillars

More Spectacular, Unspoiled Nature than Anywhere in the Lower 48

We know we aren't unspoiled at first glance, or maybe even second glance, but we are fortunate to be in a state known for its majesty. We offer spectacular views, wildlife and recreational opportunities, literally minutes from the city limits. Butte is surrounded by 13 trailheads to the Continental Divide Scenic Trail and Thompson Park the only designated Municipal Recreation Area in the National Forest system in the United States. Thompson Park is only available for non-motorized transportation and day use only.

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

Butte can boast about its convenient and location as we are only: 2 hours north of Idaho, 4 hours south of Canada and 4 hours east of Washington, we are a gateway as visitors travel the I-15/I-90 corridor. Butte is literally 2.5 hours from the West Gate of Yellowstone and just over 4 hours to Glacier. We offer our visitors the small town feel with small locally owned shops, locally owned and operated restaurants with hometown pride in their

offerings. The small-town feel extends when someone needs assistance "I don't have it, but let me call___"

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

Fill your days with:

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

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

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

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

Describe your destination.

Inspiration:

We will continue with a year-round digital campaign primarily utilizing CVB dollars and possibly some from the TBID if a grant is awarded. Along with the CVB campaign the Bert Mooney Airport has been awarded \$94,500 from the TBID; utilizing the services of The Wendt Agency a campaign is taking place to inspire visitors to think of Montana as a destination focusing primarily on outdoor recreational opportunities.

All promotion whether it be through the CVB or airport campaign will be directed to the website, Buttecvb.com or visitbutte.com. We are moving away from using the MTOBD offerings to host our website. Buttecvb.com and visitbutte.com will be redirected to the Butte.Elevated website at the end of May 2018. We will continue to keep the visitmt.com site current as much as possible.

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.

We have added some consumer shows to our funding last year and have found a great response to Montana. We will continue with the Calgary and Sportsman Expo in Salt Lake City. We are looking to add a Spokane show as well. We have found Montana has a mystic like Alaska, which is rather funny given Calgary and Salt Lake City are all within drive time to Butte. We think Spokane is a great market for us as well.

Facilitation:

Working at the VIC I know a great deal of time is spent researching information for visitors. In 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. These devices are also used by the VIC staff to do research for our visitors.

A visitor guide is a needed part of the facilitation phase. Not everyone takes a visitor guide, but they are requested by visitors and other VIC's alike. The visitor guide Butte produces is a "down and dirty" piece with accurate and concise information on attractions, overview of festival and events, recreation, lodging and restaurants. From the ITRR we find VIC, front line employees and brochure racks are helpful when visitors are in Montana. We will only produce enough guides to take care of requests from individuals, other VIC's and of course when visitors are in need of printed information.

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

The outdoor map featuring the outdoor recreational opportunities in the Butte area has been a great piece and often used and referred to. The map shows the 13 trailheads to the Continental Divide Trail System, Thompson Park, Maud S. Canyon, our urban trail system and parks. The Avenza app QR code is on the back, which is very handy.

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.

Spent at Least One Night in Butte Sources Used During the Trip

Most Useful	Source	All Used
26%	Search Engine	39%
8%	VIC	23%
3%	Mobile App	10%
2%	Brochure Rack	15%

Drive Through Butte-Sources Used During the Trip

Most Useful	Source	All Used
20%	Search Engine	37%
6%	VIC	18%
4%	Mobile App	12%
3%	Brochure Rack	14%

Spent At Least One Night in Butte-Trip Planning

Most Useful	Source	All Used
24%	Search Engine	39%
17%	No Source	25%
15%	Other	20%
3%	Mobile App	6%
3%	Regional Travel Guide	4%

Drive Through Butte-Source Used in Trip Planning

Most Useful	Source	Used All
23%	Search Engine	39%
24%	No Source	29%
17%	Other	23%
4%	Mobile App	9%
2%	Regional Travel Guide	4%

Increase in Nights Stayed in Butte/SWMT/Montana 2016 vs. 2017

Location	2016	2017
Butte Stays	4.26 nights	4.4 nights
SWMT Stays	4.96 nights	5.92 nights
Montana Stays	4.34 nights	4.6 nights

Optional: Include attachments here

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

From our friends at the ITRR our demographic from all quarters 2017; primarily couples in their mid 60's to mid-70's with an average age of 57, last year the average age was 56, kind of funny. They are traveling as a party of 2 with a high percentage of males 59% versus 41% female. They still enjoy the scenic driving, historical sites, day hiking, nature photography, and wildlife watching. Our demographic uses 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

Aligning with the finding from Destination Analysts, Butte tried to feature a younger demographic in digital and social media promotions. But from the ITRR 2017 All Quarters Butte had the following:

Percentage	Age Range
7%	18-24
16%	25-34
8%	35-44
12%	45-54
30%	55-64
47%	65-74

Being at the VIC I see more of the older market, I feel it is due for several reasons when I take my own poll:

Ease of access to Butte via the Interstates

Attractiveness of the history of our region

Inquisitiveness due to the past occupations of older visitors even International visitors

b. What are your emerging markets?

Our first market is the meeting and convention market due to the re-opening of the Clarion Inn Copper King Convention Center, expansion and renovation at Fairmont Hot Springs Resort and remodeling pending at the Quality Inn & Suites. While Fairmont offers all of the meeting amenities of a full-service catering kitchen and service a one stop shop. The Clarion Inn and Quality Inn have full service bar service but offer many different catering services as they work with many other caterers in the area.

Butte was home to many different nationalities. Using the information gathered at Go West Summit in Salt Lake City and a conversation Bill McGladdery had with Rhonda Fitzgerald, Butte is prime to promote itself to those families overseas who had family more to Butte. With the Church of Latter Day Saints database(s), The Butte Archives and the digitized newspaper articles offered through The Montana Standard, this could be a year-round market.

Another emerging market for Butte and our travel region of Southwest Montana is the destination wedding market. This market offers overnight stays for several nights and the truly Montana experience at an affordable price. This is a market we will begin looking at this fiscal year, with the intention to proceed next year.

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

Optional: Include attachments here.

c. What research supports your target marketing?

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

Increase 1st and 4th quarter bed tax collections by 3% each, utilizing our website and social media, primarily targeting the outdoor recreationalists.

Increase in TBID assessment by \$20,000 over collections as of September 30, 2017, based on the current assessment of \$1.00/occupied guest room.

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, Mainsteeet Uptown, TBID, all event organizing committees, attractions, lodging properties so NOT duplicate efforts, but to work toward the same goals and direction.

Continue to keep active and accurate listings of: attractions, businesses, restaurants, and events.

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

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

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

We will continue to look at joint ventures as they become available through MTOBD, which will be considered for the Butte CVB campaign. Butte will continue to work on projects with the Butte Local Development Corporation, Butte Chamber of Commerce, TBID, Forest Service for recreation promotion. We will continue to be a partner as new businesses are brought to visit our community for relocation and expansion, as well as the interview process for professional looking to move to our community.

We will be sure to get our information to all other VIC's as travelers visit other communities.

We will continue to do FAM trips for other entities with the propensity to visit with travelers coming to the Butte area.

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

Optional: Include attachment here.

b. In what other types of co-ops 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 co-ops have you done in the past? Were they successful - why or why not?

The Butte CVB has partnered with the TBID for the past two years on a digital & social media campaign. This partnership has proven to be beneficial and had gotten Butte's offerings out to visitors. The TBID is working with the Butte Airport on a campaign which is aligned with the Montana Brand Pillars.

Consumer shows in a drive market to Butte. Southwest Montana, Town Pump Hotel Group, Helena and these shows have proven very beneficial. The more entities from Montana at these shows the more interest we generate for the state.

Optional: Include attachments here.

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Optional: Include attachment here:

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
		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. So with the rollover						

Consumer Online/Digital Advertising

dollars the Butte CVB still has of \$34,439, adding \$22,079 from FY1819 this gives a total of \$56,518 of CVB dollars. The TBID is sponsoring a similar campaign with the Butte Airport, to encourage people to visit Butte, Montana at a level of \$94,500. I will write a grant application to the TBID in the amount of \$10,000 to add to the CVB campaign. The TBID has additional dollars to be granted for a leisure campaign for other entities to request.

A social media and digital advertising campaign rolled out for the orientation season of 2018 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.

I have from several media entities wanting to assist. The CVB board will taking on the task of choosing a provider, as well as utilizing the tools available through MTOBD.

Spent at Least One Night in Butte Sources Used During the Trip

Most Useful	Source	All Used
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Spent At Least One Night in Butte-Trip Planning

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3%	Regional Travel Guide	4%

Drive Through Butte-Source Used in Trip Planning

Most Useful	Source	Used All
23%	Search Engine	39%
24%	No Source	29%
17%	Other	23%
4%	Mobile App	9%
2%	Regional Travel Guide	4%

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. We have found through experience this is the best approach.

Although the CVB is financing this campaign with a compatible campaign moving forward with the TBID we are on the right track to encourage people to return to Butte or think about a trip to our region.

\$56,518.00

This campaign has been very successful and we will continue to use this marketing method. I attached statistics as a part of this followup. We started this in the previous fiscal year. The Montana Standard meets with me regularly to review the campaign. We are fortunate to have someone continually monitoring the campaign to make changes according to what is working and what is not.

CVB Digital and Online July 2018-June 2019 final.pdf

		Monthly meetings take place where the campaign in reviewed, changes discussed and ideas are brought forward.																										
Consumer	Billboards/Out-of-Home	<p>The billboard Butte has available are offered at a very inexpensive price. The best billboard is located on the righthand read side, just prior to the Montana Street Exit, which is where visitors are most likely to find us when traveling east on I-90 or coming north on I-15.</p> <p>Money is put aside to change the vinyl on the board. I have budgeted this for the past couple of years, I just didn't get around to getting the project done</p>	<p>The billboard we have is located right before the exit to the VIC. There is no cost to the CVB, except if the vinyl is changed. It can be used to assist visitors with facilitation. From the ITRR: 2017 all quarters, visitors who spent at least one night in Butte 5% indicated billboards were used during the trip under the category of All Used Sources.</p>	<p>In the past when the billboard in the same location was about the Berkeley Pit being 1700 deep, visitors came in and commented on what and where is this body of water. I want a really different billboard for this site. I believe with the right message comments will be registered.</p>	<p>Given the cost is nothing for the CVB with the exception of updating it is almost silly to not utilize this resource. We have not changed out the sign in a few years, but with an attractive design I think we could see where it would be helpful.</p>	\$4,500.00	No funds were spent for this marketing method																					
Consumer	Travel Guide	<p>A visitor guide is a way for us to give comprehensive information on the offerings in our community. We do not have advertising in the guide. This VG will be a usable piece to give to visitors as they are in Butte. The visitor guide can give important information for extending a visitor visit by a day, night or to facilitate a return visit. Visitor guides are frequently requested by other VIC as they need information on our community. Butte will be</p>	<p>I attached a spreadsheet showing how wireless technology is not used by visitors for gathering information during their trip. I gathered data from the ITRR for Butte, Southwest Montana and the State of Montana. While wireless technology is helpful during the trip it is apparent information on offerings needs to be shared via another source. A visitor guide can be the tool to assist visitors and way to keep the visitor in Butte longer.</p>	<p>Butte can measure success by the number of guides picked up, sent off or requested by individuals, businesses or other VIC/Chambers. Butte can also assess success when there are no guides remaining and more are requested/needed.</p>	<p>To share information on attractions, restaurants, shopping, activities it seems as though wireless technology is not used as much. Other than word of mouth a printed piece must be needed. A visitor guide is the tool needed, shared and used to orientate the visitor to Butte's offerings.</p>	\$10,000.00	<p>Yes Butte met the objective of printing a visitor guide. Butte printed 20,000 guides, there were no remaining guides as of September. Over 9,000 guides were sent out to other VIC's/Chamber of Commerce. This was done USPS in Priority Mail Boxes. This was done to fulfill the many requests Butte received for travel information.</p> <p>Community Travel Guides data from the ITRR is not available for 2016 as a source for trip planning or source used during a trip to Montana. However data from the ITRR on Community Travel Guides is available for 2017, 2018 and the 1st 3 quarters of 2019. Data is presented below.</p> <table border="1"> <thead> <tr> <th>TimeFrame</th> <th>Planning- Most Useful Source</th> <th>Planning- All Sources Used</th> <th>During Trip Most Useful Source</th> <th>During Trip All Used Sources</th> </tr> </thead> <tbody> <tr> <td>2017</td> <td></td> <td>2%</td> <td></td> <td>1%</td> </tr> <tr> <td>2018</td> <td></td> <td>1%</td> <td></td> <td>4%</td> </tr> <tr> <td>3 Qtrs 2019</td> <td></td> <td>1%</td> <td><1%</td> <td>1%</td> </tr> </tbody> </table>	TimeFrame	Planning- Most Useful Source	Planning- All Sources Used	During Trip Most Useful Source	During Trip All Used Sources	2017		2%		1%	2018		1%		4%	3 Qtrs 2019		1%	<1%	1%	2018 Guide Butte update pdf layout.pdf
TimeFrame	Planning- Most Useful Source	Planning- All Sources Used	During Trip Most Useful Source	During Trip All Used Sources																								
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		working with Certified Folder to distribute along the I-90/I-15 route as well as YNP and GNP.				Yes, Butte met their objective and will continue to produce a travel guide. Butte did not utilize services through Certified Folder and their display racks. Butte did run out of brochures.																																								
Consumer	Print Advertising	<p>We will place a full-page ad in the SWMT Guide as we sit in this travel region and Butte is one of the two major cities in SWMT. Butte is mentioned frequently in the SWMT, not because we place an ad in this guide, but because of our location. The Butte will continue to place a 1/2 page ad in the Glacier Country Guide. This is important to us to have a presence for those visitors planning on traveling out of Glacier Country and heading south to SWMT.</p> <p>Because Yellowstone is the number 1 site visitors go to when traveling, it is imperative Butte has a presence. In addition, the Butte CVB will place advertising, advertorial and a digital component in Yellowstone Park.com</p>	<p>Sites Visited on Trip to Butte/SWMT/MT</p> <table border="1"> <thead> <tr> <th>Attraction</th> <th>One Night in Butte</th> <th>SWMT</th> <th>State of Montana</th> </tr> </thead> <tbody> <tr> <td>Yellowstone</td> <td>49%</td> <td>46%</td> <td>51%</td> </tr> <tr> <td>Glacier</td> <td>39%</td> <td>39%</td> <td>39%</td> </tr> <tr> <td>Other State Parks</td> <td>14%</td> <td>19%</td> <td>14%</td> </tr> <tr> <td>Ghost Towns</td> <td>13%</td> <td>15%</td> <td>6%</td> </tr> <tr> <td>Hot Springs</td> <td>7%</td> <td>11%</td> <td>9%</td> </tr> </tbody> </table>	Attraction	One Night in Butte	SWMT	State of Montana	Yellowstone	49%	46%	51%	Glacier	39%	39%	39%	Other State Parks	14%	19%	14%	Ghost Towns	13%	15%	6%	Hot Springs	7%	11%	9%	<p>With YellowstonePark.com we will send follow up emails per requests. We recieved thousands of these yearly, without getting a lot of blocked emails.</p> <p>We are able to gather information from Mars Stout on how may SWMT visitor guides are requested as well as Glacier Country. During RMI and with follow up I see first hand how important the RMI map is to orientate their clients. RMI supplies Butte with where these maps are distributed.</p>	<table border="1"> <thead> <tr> <th></th> <th>Stayed One Night in Butte</th> <th>SWMT</th> <th>Montana</th> </tr> </thead> <tbody> <tr> <td>Stayed in Yellowstone Country</td> <td>9%</td> <td>10%</td> <td>28%</td> </tr> <tr> <td>Stayed in Glacier Country</td> <td>30%</td> <td>20%</td> <td>30%</td> </tr> <tr> <td>Stayed in SWMT</td> <td>49%</td> <td>57%</td> <td>12%</td> </tr> </tbody> </table>		Stayed One Night in Butte	SWMT	Montana	Stayed in Yellowstone Country	9%	10%	28%	Stayed in Glacier Country	30%	20%	30%	Stayed in SWMT	49%	57%	12%	<p>Yes this was successful and Butte will continue advertising in the SWMT Travel Guide, Yellowstone Journal, RMI Map and Certified Folder YNP & GNP maps. Butte is unsure if advertising will continue in Glacier Guide, the CVB board has yet to weigh in on this publication.</p> <p>Here are some stats on the Glacier Country Guide; 150,000 travel guides are distributed each year through the following outlets:</p> <ul style="list-style-type: none"> Hotels, motels, bed-and-breakfasts, RV parks and campgrounds throughout Western Montana Consumers requesting information on Western Montana Over 800 Certified Folder displays throughout Montana and Alberta, including Western, Southwestern, Central and Southern Montana with key coverage in the Yellowstone National Park Region Visitor information centers and welcome centers throughout Montana Meeting and convention groups Tour operators, travel agents and AAA offices throughout the United States Attractions and points of interest throughout Western Montana Travel/trade shows and exhibitions Online version of travel guide viewable by more than 1.5 million unique visitors every year <p>Yellowstone Journal Stats</p> <ul style="list-style-type: none"> 2018 National Park Journal, Yellowstone edition <ul style="list-style-type: none"> Circulation April 1, 2018 – April, 1, 2019 Half Page Advertisement Half Page Custom Content Half Page Ad & Custom Content – replica in our Nook, iPad, Kindle & Zinio editions 2019 National Park Journal, Yellowstone edition <ul style="list-style-type: none"> Circulation April 1, 2019 – April 1, 2020 Half Page Advertisement Half Page Custom Content Half Page Ad & Custom Content – replica in our Nook, iPad, Kindle & Zinio editions YellowstonePark.com – data July 1, 2018 – June 30, 2019 <ul style="list-style-type: none"> Online Content Integration – URL <ul style="list-style-type: none"> 3,501 pageviews / 3:19 avg. time on page Integration into our Yellowstone to Glacier Itinerary Online – URL <ul style="list-style-type: none"> 54,063 pageviews / 3:22 avg. time on page PDF download of your ad and custom content within the Online Itinerary – URL <ul style="list-style-type: none"> 4,870 downloads of pdf Yellowstone Newsletter <ul style="list-style-type: none"> Featured on September 11, 2018 – 353 clicks Featured on February 26, 2019 – URL – 226 clicks Yellowstone Facebook <ul style="list-style-type: none"> Boosted/Targeted Post: September 13, 2018 – 7,114 impressions / 185 engagements / 187 clicks Boosted/Targeted Post 1: February 28th –
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		<p>As we increase our presence with the international market through RMI, we will continue to place an ad in their map piece. 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>					<p>5,538 impressions / 93 engagements / 138 clicks</p> <ul style="list-style-type: none"> o Boosted/Targeted Post 2: April 28th – 4,259 impressions / 28 engagements / 127 clicks • Targeted Leads <ul style="list-style-type: none"> o July 1, 2018 – December 31, 2018 – 5,210 opt in leads o January 1, 2019 – June 30, 2019 – 11,090 opt in leads o Total Leads over that span: 16,300 <p>Banner Ad Data is in an attachment.</p> <p><i>RMI Map Info:</i> 11,850 Great American West Maps are printed and are circulated across our international markets, including distribution in the United Kingdom, Germany, France, Italy, the Benelux region, the Nordic region, and Australia/New Zealand. This map is reaching both the travel/tourism trade and consumers to educate and inspire travel to our beautiful region!</p> <p>Certified Folder Yellowstone and Glacier Maps Glacier National Park Traveler Info Guide May 100,000 Montana – Glacier Route 99 sites, Missoula 88 sites, 5 Valleys, Helena and Great Falls 98 sites Idaho – Coeur d’Alene 117 sites Washington – Spokane 179 sites Yellowstone National Park Traveler Info Guide May 100,000 Yellowstone Route 100 sites Montana – Butte/I-15 61 sites and Billings 94 sites Wyoming – Cody 92 sites Utah – Greater Salt Lake City Region 210 sites</p>	
Consumer	Printed Material	<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. Each year we change up the design primarily to know which ones are current at various locations. We try to feature 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 know this piece is well used and requested by a variety of entities, hotels, attractions, businesses i.e., restaurants, breweries. This is one of the best ways to move people around our community year-round and used at the VIC to encourage visitors to remain in the city longer.</p> <p>We know when product is requested time and time again it is useful and needed.</p>	<p>We will know the success by the amount of request/need and amount of remaining maps at the end of the year. Currently Butte prints 25,000 maps in pads of 100.</p>	<p>Based on number of maps remaining at the beginning of the next year.</p>	<p>\$9,000.00</p>	<p>Yes we will continue this method and Butte successfully met their objective. In FY20 less maps will be printed, this is dependant on how many are available in March 2020. This piece is use year-round to keep people in Butte longer as it shows available attractions and directions to the various trail heads in close proximity to Butte.</p>	<p>Attraction Sheet for FY1819 Marketing Plan.pdf</p>

		<p>We will partner with the Butte Archives on a map of the National Registry properties throughout Butte as a walking tour map. The map will only feature properties with the plaques on the outside. We get many requests for a printed walking tour piece. We will partner with the Butte Archives and the World Museum of Mining on this project.</p>						
Consumer	Joint Ventures	<p>This is a place holder for programs we can coordinate with Southwest Montana, Helena, MTOBD, Butte economic development entities and government. Since the CVB is taking the more active roll over the TBID this gives Butte more flexibility with choices and timing for allocating these funds.</p>	<p>Not knowing exactly what projects will be I cannot give specific data. However working together on projects with a similar entity or larger organization only makes sense financially.</p>	<p>Depanding on the project</p>	<p>Having funds available to participate on projects where the cost is less due to the purchasing power of more money or large organizations.</p>	<p>\$8,500.00</p>	<p>Yes.</p> <p>The first project was done in conjunction with Butte's travel region SWMT. This project had video produced then placed on an UltraHD monitor at the Bert Mooney Airport by the baggage carousel. The premise is to keep visitors in our area longer or encourage a return trip to SWMT/Butte.</p> <p>The monitor looks small where it is as the space is rather large. This past summer we had staff at the airport to visit with passengers arriving and leaving for the afternoon flight. The staff was in the baggage carousel area to engage those waiting for luggage as well as waiting to go through the TSA. Reports from the staff is the video was viewed by travelers, family and friends. The video was very well done.</p> <p>Below is an attachment with more indepth information on this project this project was \$700.00</p> <p>The second project was to partner with SWMT on a photographer to come to our region to help build a digital library. Butte was not pleased with the photos recieved. This had nothing to do with the partnership, just not pleased with the product. This project was \$1,500</p>	<p>SWMT UltraHD Grant - Grant App V.3.pdf</p>
		<p>The consumer show chosen was the Calgary Outdoor Show, for the success in the past with the Alberta market.</p> <p>International shows chosen are RMI, IPW, we are really breaking into this market and do not want to lose the momentum. IPW is a group appointment B2B</p>						

Consumer	<p>Travel/Trade Shows</p> <p>show, set up through MTOBD. The MT booth has grown over the past couple of years with more DMO's attending to promote their offerings. The group appointment helps to share the offerings in the entire state as well as educating each DMO on offerings in other communities other than their own.</p> <p>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 through a cooperative agreement.</p> <p>RMI</p> <p>International Roundup (IRU) is an exclusive annual tourism tradeshow event designed for suppliers and buyers focused on tourism in the Great American West region. The event consists of two days of intensive pre-scheduled business appointments where every regional organization and every</p>	<table border="1" data-bbox="569 966 873 1201"> <thead> <tr> <th>2016</th> <th>2017</th> </tr> </thead> <tbody> <tr> <td>WA</td> <td>WA</td> </tr> <tr> <td>ID</td> <td>ID</td> </tr> <tr> <td>Alberta, Canada</td> <td>OR</td> </tr> <tr> <td>ND</td> <td>CA</td> </tr> <tr> <td>CA</td> <td>Alberta, Canada</td> </tr> <tr> <td>WY</td> <td>CO</td> </tr> <tr> <td>MN</td> <td>UT</td> </tr> <tr> <td>UT</td> <td>OK</td> </tr> </tbody> </table> <p>This is from the ITRR showing the places of residency of visitors to Butte who overnighed at least one night in 2016 and 2017</p>	2016	2017	WA	WA	ID	ID	Alberta, Canada	OR	ND	CA	CA	Alberta, Canada	WY	CO	MN	UT	UT	OK	<p>Relationships built with tour operators and receptives during these B2B interactions where relationships are built through consistant attendance by the same person builds trust when new product is being developed or current programs are being sold. When visitor numbers are viewed, increases/decreases in visitors residency numbers over time will be used to gauge success.</p> <p>With the international market gauging of success will done over time to see trends, as the international markets has other factors affecting travel to the US, versus domestic travel.</p>	<p>Yes, when personal representation is on-site to showcase firsthand what a DMO offers to visitors. Appointment shows can have success gauged through visitation on the floor when operators/receptives talk about the hotel contacts they have in the area. Memories of trips to Butte, need for additional information on an attraction or clarification, showing they are knowledgeable of the area. Also success can be gauged through the need for updated information for the upcoming season(s).</p> <p>Yes to consumer shows. Experience has show the Canadian visitor come more frequently when the exchange rate is favorable. This year in Calgary Montana had a large contingency and was appreciated. Success is measured over time to gauge a trend, as of now the Alberta traveler has trended higher according to the ITRR data.</p>	<p>\$23,011.51</p>	<p>This marketing method was successful and we will continue it. Yes to NTA and ABA membership, no to tradeshow attendance.</p> <p>Yes to RMI as the small intimate appointments and style of the show is worth the spend for 40 one-on-one appts.</p> <p>Yes to IPW. The group appointment style and the booth being sponsored by MTOBD is worth the spend for 40+ group appts with 31 being operators or receptives.</p> <p>Yes to TAP. This show has group appointments with CVB's, hoteliers, attractions in a region. One on one appointments for 20 minutes apiece is a great way to work together. Good spend for 31 group appts. Tour operators are easier to visit with, more intimate show. This show gives a limited number of destinations a chance to visit in long appointments and during social occasions.</p> <p>Yes to the Calgary Outdoor Show, 8 hours from Butte on I-15. The VIC interacts with many people from Calgary. This show charges an admission to enter for anyone over 11 years old. Because Butte and SWMT made their booth a double many people came in to visit and view the booth with maps. This was a great conversation starter where booth attendees were able to engage and share info on the offerings in the area.</p> <p>Follow up for appointment show is via email or USPS, depending on the need/request.</p> <table data-bbox="1465 1258 1785 1575"> <tr> <td>2018</td> <td>1st 3 Qrters of 2019</td> </tr> <tr> <td>WA</td> <td>WA</td> </tr> <tr> <td>Alberta Canada</td> <td>Alberta, Canada</td> </tr> <tr> <td>WY</td> <td>CA</td> </tr> <tr> <td>CA</td> <td>CO</td> </tr> <tr> <td>FL</td> <td>GA</td> </tr> <tr> <td>MN</td> <td>ID</td> </tr> <tr> <td>Sask Canada</td> <td>MO</td> </tr> <tr> <td>WI</td> <td>AZ</td> </tr> <tr> <td>PA</td> <td>IL</td> </tr> <tr> <td>OH</td> <td>OR</td> </tr> </table>	2018	1st 3 Qrters of 2019	WA	WA	Alberta Canada	Alberta, Canada	WY	CA	CA	CO	FL	GA	MN	ID	Sask Canada	MO	WI	AZ	PA	IL	OH	OR
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		<p>international tour operator/buyer are guaranteed to meet. This unique B2B event gives suppliers looking to increase international visitation the opportunity to conduct business with international buyers who are looking to add regional product to their list of offerings to their clients. The business negotiations that take place at the IRU event contribute to the generation of more than \$130 million in future travel to the five-state region of Idaho, Montana, North Dakota, South Dakota, and Wyoming</p>					<p>This data is from the ITRR on visitors spending at least one night in Butte.</p>																	
<p>Events</p>	<p>Press Promotions/Media Outreach</p>	<p>Evel Knievel Days has been cancelled for 2018, it was one of the events the CVB funded almost annually. No funds from FY1819 will be added to this Market Segment as there are enough rollover funds to cover event funding, especially given EKDays will not be taking place. These annual events add to the lifestyle and quality of life in</p>	<p>Festival as an Activity During an Overnight Visit to Butte</p> <table border="1"> <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</td> </tr> </table>	2017	11%	2016	7%	2015	6%	2014	8%	2013	9%	2012	6%	2011	5%	2010	12% Last Year of the National Folk	<p>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.</p> <p>One of the ways success can be gauged is through the donated monies via the bucket brigades throughout</p>	<p>Given all of the events in Butte are free or charge a nominal fee, such as the Covellite International Film Festival, 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.</p>	<p>\$42,000.00</p>	<p>Yes to both Montana Folk Festival and An Ri Ra. Yes to other events looking for promotion to attract the non-resident visitor. The only events coming forward for funding at this time is the Montana Folk Festival and An Ri Ra. Because the promotion needs to be done out of the state to the non-resident visitors it presents a problem.</p> <p>The timing of payment occassional crosses over different years, however the attendance at the Montana Folk Festival is gauged by hotel occupancy/rate. This event is the one time the VIC needs to be aware of available lodging in Butte and the surrounding communities. There is a significant spike in visitors coming into the VIC looking for information on the festival.</p> <p>An Ri Ra will also continue to be funded. They are vigilant</p>	
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2010	12% Last Year of the National Folk																							

		Butte. From the beginning of the National Folk Festival, Butte has taken off with many new and promoted events.	Festival	the weekends of the Montana Folk Festival and An Ri Ra. Also, given this is an event in Butte, another way to assess success is through beer sales.		about how they promote their event using bed tax dollars.	
Marketing Support	Administration	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 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.	The CVB funds a variety of projects, to carry out the marketing plan, there needs to be a dedicated individual(s) to do so.	<p>Success can be measure through the projects completed and subsequent increase in TBID collections as this is a true comparasion of rooms rented rather than bed tax collections which are based on a percentage. It is the objective to utilize administrative dollars to fund the operations and projects as set forth in the marketing plan. Measure success can be determined by staying within the allowable amount of 20%.</p> <p>The Chamber of Commerce in Butte does not charge for office space, utilities, internet or most office supplies, a savings of \$9,300 annually</p> <p>Given the CVB/TBID director is a salaried position funded only through CVB/TBID funds at an annual salary of \$50,000/annually, before benefits, this is a significant savings. Given only 20% of CVB funds can be used for administration this amount would not be able to cover the rent, utilities, and salary for a part-time person.</p> <p>or additional expenditures needed in the form of office items and operations for office.</p>	<p>The Executive Director of the CVB works with a board of directors to carry out the projects funded by bed tax dollars as decided through the Marketing Plan submitted to the TAC.</p> <p>The Executive Director of the CVB works with a board of directors to carry out the projects funded by bed tax dollars as decided through the Marketing Plan submitted to the TAC.</p> <p>The Administrative line items also allows for additional expenditures needed in the form of office items and operations for office.</p> <p>The salary for the Executive Director for the CVB/TBID is funded with both CVB and TBID dollars. No monies or benefits are paid from the Chamber of Commerce for the position.</p> <p>Rent monthly fee of \$500 x 12 months: \$6,000*</p> <p>Utilities (water, power) at a monthly fee of \$100 x 12 months: \$1,200*</p> <p>Cable at a monthly fee of \$50 x 12 months: \$600*</p> <p>Office supplies: \$1,500*</p> <p>Salary for the CVB based on part-time position including employers withholding: \$24 x 1080 + 10% = \$27,456</p> <p>TOTAL: \$36,756</p> <p>*Estimation</p>	\$24,000.00	<p>Yes. It is imparative Butte continues to fund the CVB/TBID position full time. In FY19 Butte used \$23,897.93representing 19.4% of the available funding for Administration \$123,139.</p> <p>Butte will continue to use this marketing method.</p> <p>Projects completed in FY19 for CVB</p> <p>Tradeshaw research, preparation, attendance, and follow up:</p> <p>Great American West International Roundup</p> <p>IPW</p> <p>Travel Alliance Partnership – TAP Dance</p> <p>Organizing and assisting with:</p> <p>FAM trips, travel writers, social media influencers, photographers and videographers</p> <p>Consumer Show preparation and attendance:</p> <p>Calgary Outdoor Recreation Show</p> <p>Coordinate Promotional Campaigns</p> <p>Online and Digital with the Montana</p> <p>Standard</p> <p>Print advertising and banner ads with</p> <p>Glacier Country</p> <p>Print advertising with</p> <p>YellowstonePark.com</p> <p>Print advertising with Certified Folder</p> <p>Print advertising in SWMT</p> <p>Meeting Attendance:</p> <p>TAC/Governor's Conference</p> <p>SWMT Board Meetings</p> <p>Preparation of Attraction Sheet</p> <p>Train, Schedule and Supervise VIC Staff</p> <p>Work with BLDC on updates to the website – which is re-directed to Buttecvb.com and visitbutte.com</p> <p>Work with festival organizers to ensure proper expenditures</p> <p>Work with conferences and convention organizers</p> <p>Worked with MTOBD on the Governor's Conference on Tourism in April 2019</p> <p>Worked with SWMT travel guide committee on the design of the travel guide</p> <p>Worked with Montana Film Commission on the Tim Montana Video</p> <p>Worked to ensure tournaments held in Butte</p>

							have hospitality rooms TBID collections from previous year increased by almost 3%	
Marketing Support	Fulfillment/Telemarketing/Call Center	<p>The Butte CVB pays for the toll-free number that comes into our VIC and postage/shipping of tourist information as requested by potential visitors, other VIC's and Chamber of Commerce; by request only.</p> <p>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.</p> <p>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 as well as the racking of the brochure through Certified Folder Display.</p>	<p>We can look at our phone bill along with our log for postage to see if we are consistent with where we felt we should be. As time goes on we should see a decrease in postage as more and more visitors use electronic devices for information needs.</p>	<p>Fulfillment at least with regard to postage is a way for us to measure the success of campaigns prompting people to request information to be sent to them via USPS.</p> <p>We will also be able to measure the success of the Certified Folder brochure rack depending on how many brochures they need to fulfill the need.</p>	<p>We need to have a way to get information to those requesting. We also need to make it easy for visitors or potential visitors to contact for free, thus the toll-free number.</p>	\$5,750.00	<p>MT WA CA OR UT MN AR TX FL FL</p> <p>Top 10 states visitor information was sent to. Total postage, although paid after 6/30/19 was \$611.48. This also includes the shipping of travel guides to Montana VIC and Chamber of Commerces.</p> <p>Why people wanted information varied and unfortunately wasn't consistently asked, but Montana Folk Festival, history, Yellowstone and Glacier National Parks by far is the most requested information.</p> <p>Total 800# payments for FY19 was \$316.18</p> <p>Tempest Tech hosts the CVB email, also some tweaking needed to be done to the website re-direct, they were paid \$183.50</p> <p>We will continue with the 800# and postage.</p>	
Marketing Support	TAC/Governor's Conference meetings	<p>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</p>	<p>Supporting fact for attending TAC and Governor's Conference is through the relationships formed with other CVB's, Regions, TAC members and staff at MTOBD. These relationships make it easy to know who to call for information and advice.</p>	<p>Success for attendance at TAC and the Governor's Conference can be determined by the educational value of presenters, information on state and national parks, new research projects through the ITRR, ideas shared from other CVB's and Regions. Success can be also determined through the actual meeting attendance and reports back to the Butte CVB.</p>	<p>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 peeks at upcoming campaigns, changes within the department and conversations on how bed tax dollars can be spent. Some of the information garnered at TAC meetings is information on the Outdoor Recreation economic benefits to our state, the importance of sending visitors to state parks rather than to national parks, new reports coming from the ITRR, keeping bed tax dollars for promotion in larger communities tied to out-of-state rather</p>	\$1,500.00	<p>Yes</p> <p>Topics brought back from TAC and Governor's Conference meetings are as follows: VisaVue opportunity, Destination Analysts information, overview of data from ITRR pertaining to problems with visitors in Yellowstone, information on international markets with trends and spending, Tribal tourism as well as updates from Voices. These meetings allow for networking with other CVB's and Regions to share information on successes and those projects not worth pursuing. This marketing method met</p>	

		attendance at these events. The budget was increased to \$1,500 from \$1,000.		In April 2019 Butte hosted the Governor's Conference, this was a way to showcase Butte's offerings to other tourism and economic development individuals first hand.	than in-state promotion. Hosting the Governor's Conference allowed some of the CVB board members and those involved in the industry in the Butte area to see firsthand the importance tourism plays in the Butte economy.		the objectives, Butte will continue to utilize this method.	
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.	Any project utilizing funds out of Opportunity would have to have supporting research/statistics.	This would be dependent on the project chosen to use Opportunity Funds.	Butte did not utilize any of these funds in FY2019	\$4,500.00	Funds were not used in FY19	
Marketing	VIC	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	Non-resident visitors who spent the night in Butte all Quarters 2017 from the ITRR those who spent at least one night in Butte 8% found the VIC Most Useful and 23% used a VIC as well as other sources of information. From the same study, of those who traveled through Butte 6% found the VIC Most Useful whereas 18% used the VIC as well as other sources of information. Since my office is at the VIC	We can look at the number of visitors we see every year from our guest book. However, the numbers are only as	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	\$16,000.00	Yes having a staffed VIC did successfully meet it's objective and we will continue this method. Much more attention was given to get visitors to sign the guest book. The guest book was moved to a more convenient location. Butte logged 30,998 visitors. States Countries WA Canada CA Australia TX Germany CO UK	

Support	Funding/Staffing/Signage	<p>year. Beginning in mid-May-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>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>good as the VIC staff encouraging visitors to sign the book</p>	<p>the location of Butte on Interstates of 15 & 90 and the amount of our visitors who take in both national parks as gathered from the ITRR.</p>		<p>MN France FL New Zealand ID Italy OR Netherlands AZ Argentina VA Austria</p> <p>Please refer to Attachment #2 for information from the ITRR on the usefulness of a VIC for trip planning, but more importantly their usefulness during the trip.</p>																									
Marketing Support	Research	<p>Our airport is serviced by SkyWest through the Salt Lake City, UT Delta Hub. We do not have a small airport or airfield, in fact our airport is a new facility opening just a few months ago. The airfield is able to accommodate a wide variety of aircraft, however it is under utilized. In order for our airport to add additional flights a study needs to be conducted to find out how many people who would use the Butte airport go to other cities. Mead & Hunt is a company who conducts such surveys. It is our intent to fund the study.</p> <p>If we are to grow with new businesses and increase tourism we need more and diverse air service. In order to begin the process of putting a guarantees in</p>	<table border="1" data-bbox="577 1047 871 1469"> <thead> <tr> <th>City</th> <th>Air Arrival Used to Arrive in MT</th> <th>Air Arrival to Specific City</th> </tr> </thead> <tbody> <tr> <td>Billings</td> <td>11%</td> <td>11%</td> </tr> <tr> <td>Bozeman</td> <td>20%</td> <td>20%</td> </tr> <tr> <td>Butte</td> <td>11%</td> <td>4%</td> </tr> <tr> <td>Great Falls</td> <td>18%</td> <td>12%</td> </tr> <tr> <td>Helena</td> <td>27%</td> <td>13% Helena, 6% Boze, 5% Blngs</td> </tr> <tr> <td>Kalispell</td> <td>13%</td> <td>8%</td> </tr> <tr> <td>Butte</td> <td>11%</td> <td>4% Butte, 3% Bozeman</td> </tr> </tbody> </table> <p>I think this table speaks clearly other cities airports are used more than the Butte airport.</p>	City	Air Arrival Used to Arrive in MT	Air Arrival to Specific City	Billings	11%	11%	Bozeman	20%	20%	Butte	11%	4%	Great Falls	18%	12%	Helena	27%	13% Helena, 6% Boze, 5% Blngs	Kalispell	13%	8%	Butte	11%	4% Butte, 3% Bozeman	<p>The study will show how many people utilize other airports over the Butte airport. If we are successful at adding more flights the number of boardings will sho.</p>	<p>This study will determine if Butte has the ability to garner another flight into the Bert Mooney Airport. The success of this project can be one of 2 scenerios; Butte does not need another flight or yes Butte does need another flight. This study is so important for Butte, regardless of the outcome. Attached is the proposal from Mead & Hunt on what Butte can expect from their research.</p>	\$15,000.00	<p>Yes. The Mead & Hunt study gave Butte the information needed to present to United/Skywest out of Denver to add a flight into the Butte airport. Butte will continue to be served via the Essential Air Service Grant for air service from Salt Lake City via Delta/Skywest. Butte is working on raising the funds for a Minimum Revenue Guarantee to get United/Denver into the Butte market.</p> <p>Without the Mead & Hunt study Butte would not be able to pursue adding another airline/flight into the market.</p> <p>There are no plans to conduct this study again in FY20.</p>	<p>BTM Airport Leakage Proposal.docx</p>
City	Air Arrival Used to Arrive in MT	Air Arrival to Specific City																														
Billings	11%	11%																														
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		<p>place for additional flights this leakage survey needs to be conducted.</p> <p>Currently the TBID is funding a marketing campaign, targeting cities that do not have direct flights to other Montana cities promoting the offerings in our area.</p>							
									\$232,672.76

Marketing Method Evaluation Attachments

- Attachment 1** SWMT Travel Guide Inquiries and States 18-19.xlsx
- Attachment 2** FY19 ITRR Info for Market Evaluation.docx
- Attachment 3** RMI region map (1).pdf
- Attachment 4** RMI region map 2.pdf
- Attachment 5** Butte banner Performance Reports Mar-Dec 2019 (1).pdf
- Attachment 6** Certified Folder FY19 Map Utah.pdf
- Attachment 7** FY19 Market Evaluation Pie Charts.xlsx
- Attachment 8**
- Attachment 9**
- Attachment 10**

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget (optional)
Consumer	Billboards/Out-of-Home	\$4,500.00	\$0.00
Consumer	Printed Material	\$9,000.00	\$0.00
Consumer	Travel Guide	\$10,000.00	\$0.00
Consumer	Joint Ventures	\$8,500.00	\$0.00
Consumer	Travel/Trade Shows	\$23,011.51	\$7,500.00
Consumer	Online/Digital Advertising	\$59,709.00	\$123,000.00
Consumer	Print Advertising	\$12,393.25	\$0.00
		\$127,113.76	\$130,500.00
Events	Press Promotions/Media Outreach	\$42,000.00	\$47,500.00
		\$42,000.00	\$47,500.00
Marketing Support	Research	\$15,000.00	\$0.00

Marketing Support	Fulfillment/Telemarketing/Call Center	\$5,750.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,500.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$16,000.00	\$25,000.00
Marketing Support	Administration	\$24,000.00	\$45,000.00
Marketing Support	Opportunity Marketing	\$4,500.00	\$25,000.00
		\$66,750.00	\$95,000.00
		\$235,863.76	\$273,000.00

Miscellaneous Attachments

Description	File Name	File Size
Events and Festival Flyer	Butte Events Flyer May 2018.pdf	3.0 MB
Breakdown of Consumer Marketing Pie Chart	FY1819 Consumer Pie Chart.docx	26 KB
Marketing Support Breakdown Pie Chart	FY1819 Marketing Support Pie Chart.docx	26 KB
Overall Pie Chart	FY1819 Pie Chart.docx	25 KB
Banner Ads for Online and Digital Campaign	MT Standard Banner Ad for FY1819 Marketing Plan Railroad Tracks.jpg	43 KB
Banner ad for online and digital campaign	MT Standard Banner Ad for FY1819 Marketing Plan.jpg	52 KB

Reg/CVB Required Documents

Description	File Name	File Size
Required Documents	scan.pdf	2.1 MB
Required Documents	scan.pdf	2.1 MB
Required Documents	scan.pdf	2.1 MB

