



Grant Details

80683 - FY20 Region/CVB Marketing Plan

86697 - FY20 Butte CVB Marketing Plan

DOC Office of Tourism

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|--------------------------------|---|
| 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 |
| Amount: | |
| Contract Dates: | Contract Sent |
| Project Dates: | 06/13/2019 Proposed Date |
| Grant Administrator: | Barb Sanem |
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07/01/2019
Project Start

Contract Received

06/30/2020
Project End

Contract Executed

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/ pridd/ adjective attractive in a delicate way without being truly beautiful or handsome.

Pretty homes built during the mining heyday at the turn of the 20th 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 and 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 | 31% |
| Camping | 30% | Camping | 34% | Photography | 26% |
| Wildlife Viewing | 24% | Historical Sites | 28% | Recreational Shopping | 26% |
| Recreational Shopping | 24% | Recreational Shopping | 24% | Camping | 19% |
| Visiting Museums | 21% | Breweries | 17% | Historical Sites | 17% |
| Visiting Lewis & Clark Site | 15% | Visiting Museums | 17% | Breweries | 13% |
| Art Exhibits | 14% | Visiting Lewis & Clark Sites | 15% | Visited Museums | 10% |
| Breweries | 14% | Farmers Markets | 9% | Visited Lewis & Clark Sites | 9% |
| Festivals & Events | 11% | Visiting Indian Reservations | 9% | Fishing | 9% |
| Visiting Indian Reservations | 8% | Fishing | 9% | Festivals | 9% |
| Attend a Wedding | 5% | Festivals & Events | 8% | Visiting Indian Reservations | 7% |
| | | | | Farmers Markets | 6% |
| | | | | 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 descendants.

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 3rd 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 Arrivalist information on the marketm.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 Arrivalist 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 Butte elevated.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 toons 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 through 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 familiarization 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.

Optional: Include attachments here.

pie chart FY20.docx

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 Attachmt | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------------------------|-----------------------------------|--|--|-------------------------------------|--|------------------------------|-----------------------------|--------------------|-----|-----|-----------------------------|-------------------------------|-------------|----------------------------|----------|-------------|--------------------|----------|-----|-------------------------|-----|-------------|--------------------------------|---------------------------|-----|------------------------------|-----|-------------|---|----------|-------------|--------------------------------|----------|----|-------------------------|-----|-----|-----------------------------|-----|-----|------------------------------|----|--|--|-------------|--|--------------------------------|-----|----|-----------------------------------|-----|----|---------------------------|----|----|------------------------------|----|----|-------------------------|----|--|--|------------|--|------------------------|
| Consumer | Printed Material | <p>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> | <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>Sources Used During the Trip</p> <p>Visitors Who Spent At Least One Night in Butte</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>Sources Used During the Trip</p> <p>Visitors to Montana</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>Visitors Who Spent At Least One Night in Butte</p> <p>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>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>Visitors to Montana</p> <p>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>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% | <p>While feedback gathered from visitors to attractions, restaurants, hotels, and events is useful, we will measure success with production and distribution counts of printed materials. We will consider the method successful if we meet our objective to produce and distribute visitor information to visitors and those planning their travels and make available throughout the CVB area.</p> | <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. 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.</p> | \$7,500.00 | No funds were spent in FY20 as the project timeline was interrupted due to COVID19. We will continue to evaluate this method and use it in the future. | Attraction Sheet 1.jpg |
| 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% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 1 | Info from Private Businesses | 6 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 11% | Info from Friends/Family in MT | 17% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0% | Community Visitor Guide | 1% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| 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% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Consumer | Travel Guide | <p>A visitor guide is a way for us to give comprehensive information on the offerings in on the community. The VG is a usable piece to give to visitors as they are in Butte. The visitor guide an 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's and Chambers of Commerce as they need information on our community.</p> <p>This Visitor Guide is personally delivered to hotels, attractions, restaurants, convenience stores, shops several times a year.</p> <p>The Visitor Guide is what is mailed to those requesting information on Butte, given out in packets to visitors, and given to locals requesting information to share with family and friends.</p> <p>The Visitor Guide is taken to all trade shows.</p> | <p>From the ITRR for Montana and visitors overnighing Butte the sources used to plan and use on their trip. Liberty was taken using information from Family and Friends, many local people come into the VIC looking for information for family and friends traveling at a later date.</p> <p>Visitors Who Spent At Least One Night in Butte</p> <p>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>11</td> </tr> <tr> <td>0</td> <td>Community Visitor Guide</td> <td>4</td> </tr> </tbody> </table> <p>Visitors Who Spent At Least One Night in Butte</p> <p>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>11%</td> <td>Friends and Family</td> <td>17%</td> </tr> <tr> <td>0%</td> <td>Community Visitor Guide</td> <td>1%</td> </tr> </tbody> </table> <p>Visitors to Montana</p> <p>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> </tbody> </table> <p>Visitors to Montana</p> <p>Source 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>8%</td> <td>Previous Visits</td> <td>17%</td> </tr> <tr> <td>11%</td> <td>Friends and Family</td> <td>17%</td> </tr> <tr> <td>-1%</td> <td>Community Visitor Guide</td> <td>1%</td> </tr> </tbody> </table> | Most Useful | Description | All Used | 9 | Friends and Family | 11 | 0 | Community Visitor Guide | 4 | Most Useful | Description | All Used | 11% | Friends and Family | 17% | 0% | Community Visitor Guide | 1% | Most Useful | Description | All Used | 9% | Friends and Family | 15% | -1% | Community Visitor Guide | 4% | Most Useful | Description | All Used | 8% | Previous Visits | 17% | 11% | Friends and Family | 17% | -1% | Community Visitor Guide | 1% | <p>We will measure success of the method by the number of Travel Guides produced and distributed by request or whatever distribution venues are utilized.</p> <p>We will compare distribution numbers to prior years. In FY18 20,000 guides were printed and as of the May 2019 only 3,000 remain. We will track inventory at the beginning of each fiscal year.</p> | <p>To share information on attractions, restaurants, shopping, activities it seems as though mobile apps specific to a community are not used as much. Given the demographic of visitors who spend a night in Butte, 76% are between 55 years old and 74 years old. Many tell the VIC staff they have issues using mobile devices.</p> <p>The Butte Visitor Guide does NOT contain advertising. This is a small, the size of a #10 envelope. The guide is a total of 24 pages with a folded outdoor recreation map.</p> <p>The Visitor Guide is used to inspire, orientate and facilitate trips to Butte. It is used in conjunction with the Attraction Map to give more information on Butte's offerings.</p> | \$12,000.00 | No funds were spent in FY20, however, we still had success as we were able to completed the content, design and updates and contract of the Travel Guide in FY20 and the printing will be done in FY21. We have contracted for 20,000 to be printed in early FY21. | Visk-Butte-BrochurePDF.pdf | | | | | | | | | | | | | | | | | | |
| Most Useful | Description | All Used | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9 | Friends and Family | 11 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | Community Visitor Guide | 4 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Most Useful | Description | All Used | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11% | Friends and Family | 17% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0% | Community Visitor Guide | 1% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Most Useful | Description | All Used | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 9% | Friends and Family | 15% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| -1% | Community Visitor Guide | 4% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Most Useful | Description | All Used | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8% | Previous Visits | 17% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 11% | Friends and Family | 17% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| -1% | Community Visitor Guide | 1% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | <table border="1"> <thead> <tr> <th>2018 All Quarters - ITRR</th> <th>Overnighed 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> | 2018 All Quarters - ITRR | Overnighed 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% | | Stayed/Drove One Night Through in Butte Montana | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2018 All Quarters - ITRR | Overnighed 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% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| 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> | <p style="text-align: center;">Visitors to Montana 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;">Visitors to Montana 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;">Visitors Who Spent At Least One Night in Butte 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> <p style="text-align: center;">Visitors Who Spent At Least One Night in Butte 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>8%</td> <td>Regional Travel Guide</td> <td>11%</td> </tr> <tr> <td>4%</td> <td>Brochure Rack Information</td> <td>11%</td> </tr> <tr> <td>2%</td> <td>National Park Brochure/Book/Website</td> <td>20%</td> </tr> </tbody> </table> | 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% | Most Useful | Description | All Used | 8% | Regional Travel Guide | 11% | 4% | Brochure Rack Information | 11% | 2% | National Park Brochure/Book/Website | 20% | <p>We will measure success based on the print distribution/circulation of publications including the Butte CVB ads.</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. The map is printed in a quantity of 10,000 annually.</p> <p>The Great American West puts out a publication with very few ads but with great content on the different cities and regions participating in their promo campaign. Butte has never had a specific position in this piece and is doing so this year..</p> | <table border="1"> <thead> <tr> <th>Butte</th> <th>16%</th> <th>25%</th> <th>29%</th> </tr> </thead> <tbody> <tr> <td>Stayed in Yellowstone Country</td> <td></td> <td></td> <td></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> | Butte | 16% | 25% | 29% | Stayed in Yellowstone Country | | | | Stayed in Glacier Country | 25% | 43% | 37% | Stayed in SWMT | 47% | 18% | 13% | <p>Yes, this method was successful. This method will be continued.</p> <p>Print ads were placed in various publications and distributed in FY20; see attached details.</p> <p>The call center Mars Stout provides excellent data on how many SWMT visitor guides are requested as well as Glacier Country.</p> <p>Great American West printed travel guide - 18,300 print copies distributed</p> <p>Journal of the best to page ROI with their email list provided weekly.</p> <p>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>Rocky Mountain International Map - 11,850 print copies distributed</p> <p>Southwest Montana Travel Guide - 165,000 print copies distributed</p> <p>Glacier Country Visitor Guide - 150,000 print copies distributed</p> <p>Yellowstone Journal - 875,000 readers/audience</p> <p>Yellowstone National Park Map - 100,000 print copies distributed</p> <p>Glacier National Park Map - 100,000 print copies distributed</p> <p>Copies of ads, distribution numbers and relevant performance results are attached.</p> <p>Also refer to Attachment #3 for additional information on the how visitors utilize travel guides.</p> | <p>MarketingAdCopy+PerformanceResults.pdf</p> |
|-------------------------------|-------------------------------------|---|--|--|--------------------|---|---------------|---------------------------|-----------------|-------------|-------------------------|----|------------------|-------------------------------------|-----|-----------------|-------------|-------------|--------------|--|--------------------|---|-------------------------|-----|--------------------|-------------------------------------|-----|----------------|---------------------------|-----|-----|------------------------|-------------|-------------|-------------|----------|---------------|------------------------|-----|--------------------|-------------------------------------|-----|-------------|-------------|----------|-----------------|-----------------------|-----|--------------------|---------------------------|---|---|-------------------------------------|--|--|---|-------|-----|-----|-----|-------------------------------|--|--|--|---------------------------|-----|-----|-----|----------------|-----|-----|-----|--|---|
| 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% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Most Useful | Description | All Used | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 8% | Regional Travel Guide | 11% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4% | Brochure Rack Information | 11% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2% | National Park Brochure/Book/Website | 20% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Butte | 16% | 25% | 29% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Stayed in Yellowstone Country | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Stayed in Glacier Country | 25% | 43% | 37% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Stayed in SWMT | 47% | 18% | 13% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Consumer | Joint Ventures | <p>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 online, digital and social media platforms as well as assisting with Virginia City on their promotion of the Vigilante Trail.</p> | <p>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.</p> | <p>TripAdvisor, Visa Vue stats will be provided. Content gathering can be measured through social media and website analytics.</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>The success of this method will be determined based on completion of the Joint Venture projects. Relevant metrics will be included depending upon each specific Joint Venture.</p> | <p>\$24,500.00</p> | <p>Yes, this was a successful project and the Butte CVB will continue to this method and specifically the VisaVue with MTOBD.</p> <p>We measured success by project completion. We were able to obtain data and the analysis of our specific market. We will use the data obtained in FY20 as a benchmark for comparison to other years.</p> <p>Attached at below and at the end of the document are the reports purchased for the Butte market from VisaVue for FY20. Below you will find attachments for the data from VisaVue for 2019 Q3&Q4 and 2020 Q1&Q2 both domestic and international</p> <p>Butte did not participate in TripAdvisor in FY20.</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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> <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% | <p>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.</p> | <p>Website analytics</p> <p>The CVB board will taking on the task of choosing a provider, as well as utilizing the tools available through MTOBD.</p> <p>Monthly meetings take place where the campaign is reviewed, changes discussed and ideas are brought forward.</p> | <p>\$79,075.00</p> | <p>Butte has continued to run a year-round digital and social media campaign to inspire, orientate the potential visitor to our area. The TBD has taken a different approach to their funding.</p> <p>A social media and digital advertising campaign relied 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 eluded 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.</p> <p>Yes, this campaign was successful in meeting its objectives and Butte CVB will continue with this marketing method.</p> <p>Attached are the analytics/statistics for this campaign as well as below a presentation of the various promotion Butte conducted as a part of this marketing method.</p> <p>Butte is fortunate to have a dedicated person at The Montana Standard who monitors the media, making changes and adjustments. Meetings are held regularly to review the campaign and it's reach and effectiveness.</p> <p>Below are the statistics and analytics for this campaign, it will appear as Attachment #4</p> <p>This report highlights the campaign statistics for July 2019- June 2020 for the Butte tourism digital marketing campaign managed by The Montana Standard. The performance period outlined is July 1, 2019 through June 30, 2020. The campaign started in February 2017 focusing on social media channels (Facebook & Instagram) and targeted banner impressions on an expanded network of sites, with the goal of promoting Butte and the surrounding area and the unique outdoor recreational opportunities available. The strategy is to use a frequency and targeted reach approach to maximize budget while reaching the most valuable prospects (those most likely to travel to Montana and be likely to travel through and stay in Butte).</p> <p>During the performance period outlined, more than 8.3 million impressions have been delivered across channels, resulting in engagement of more than 6181 clicks, calls and web visits. The cumulative click thru rate is .10%. The targeted display banners performed above expectations over the reporting period, with .28% CTR (national average .07%CTR). Based on the click engagement, the average cost-per-lead continues to be less than the industry average of \$29. (Source: Integrated Marketing Association, https://bit.ly/2Rsc3oY.)</p> | <p>Creative Examples for CVB FY20 Online and Digital.pdf</p> | | | | | | | | | | | | | | | | | | | |
| 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% | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 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, Denmark, Nordic, France, Germany, and Italy. These representatives are in their respective countries promoting the region. In addition to the GAWI reps there are rebound tour operators and tour operators who book into this region or have a 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 | <p>We will measure success based on attendance at level trade shows and response as indicated by appointments and tours booked in the Butte area.</p> <p>The consumer shows chosen are the Calgary Outdoor Show</p> <p>International shows chosen are RMI and IPW. Butte is making great inroads into this market and do want to lose the momentum.</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.</p> | <p>\$31,000.00</p> | <p>Although no shows were attended in FY20 due to COVID19, this method has proven to be successful in the past and will be continued.</p> <p>The expenditures were from shows attended in FY19 when the expenses were incurred and billed.</p> <p>Registration for show in FY20 \$620.00, show cancelled due to COVID19, reimbursed.</p> <p>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 recipients. Follow up based on interest in Butte specific. Per diem for FY19 show was paid in FY20 amount was \$328.00.</p> <p>Remainder of what was paid in FY20 was for plans to attend IPW in May 2020 – airfare, travel insurance, prepayment of hotel room. A credit voucher is in place for future airfare, hotel room was credited to the credit card. Total: \$1,305.64</p> <p>Tourism Alliance Partners 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. Follow up done via USPS as operators are domestic to those with an interest in Butte.</p> <p>FY19 expenses paid in FY20 for a total of \$1,403.96. TAP was cancelled in FY20 due to COVID19</p> <p>Calgary Outdoor Travel Show: Registration for March 2020 was paid and carried over to 2021 so to not loose any money, \$1,890.00. Booth shipping for March 2019 payment was late due to the fees as the booth was lost at the show and I was never able to use it. \$1,721.87</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2017 | 2018 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| WA | WA | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| ID | Alberta, Canada | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| OR | WY | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| Alberta, Canada | FL | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| UT | Sask, Canada | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

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|------------------------|---|---|---|--|---|------|-----|------|----|------|----|------|----|------|----|------|----|------|----|------|---|---|---|------------------------------------|
| <p>Events</p> | <p>Press Promotions/Media Outreach</p> | <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"> <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>8%</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> </table> | 2018 | 11% | 2017 | 11% | 2016 | 7% | 2015 | 6% | 2014 | 8% | 2013 | 9% | 2012 | 8% | 2011 | 5% | 2010 | 12% Last Year of the National Folk Festival | <p>Success measurement will be based on response data acquired by ITRR reporting for attendance in correlation to lodging stays for the Montana Folk Festival. We will measure success of the media outreach based on the sponsorship dollars earned/received for the Montana Folk Festival event.</p> <p>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.</p> | <p>Yes, Butte will continue to fund events media outreach and promotions showcasing the community and the arts, where non-resident visitors will come to experience the history and culture. The only events funded in FY20 were the Montana Folk Festival and An RI Ra. The Montana Folk Festival saw the same level of donations from attendees as the previous year of \$130K and had a 20% increase in beer sales.</p> <p>ITRR data shows 13% of visitors who spent the night in Butte listed festivals as an activity participated in during their visit; see attached report.</p> <p>From the organizer of the Montana Folk Festival 2019, an overview of promotion.</p> <p>The MTPR invoice was for expenses related to their live broadcast from the Original Stage that was broadcast live throughout their listening area as well as the signal was shared with Spokane Public Radio which also broadcast the performances to their listeners in Eastern Washington, nearly 1 million of them.</p> <p>After the festival, feature shows with highlights of the live performances have been rebroadcast to commemorate the event including during the weekend of the cancelled 2020 festival.</p> <p>Here is a link for more information about their live coverage in 2019.</p> <p>https://www.mtptr.org/post/listen-live-2019-montana-folk-festival</p> <p>KCPW broadcast underwriting mentions throughout the summer before the festival to their listeners in the Salt Lake City area – Here is the text of the ad –</p> <p><i>“Support for KCPW comes from the Montana Folk Festival - music, dance and art on six stages July 12-14 in Butte, MT. Information at montanafolkfestival.com.”</i></p> <p>The invoice from KPBX is for ads on Spokane Public Radio and this is the copy for those ads which were produced by KPBX staff. They ran 8 announcements a week in news and appropriate music programs from May 6 to July 7 –</p> <p><i>“The Montana Folk Festival, inviting the public to a celebration of music, dance and art plus ethnic cuisine, July 12 – 14th in historic Butte. Montana folk festival dot com.</i></p> <p>\$20,000.00</p> <p>The Montana Folk Festival, inviting all to historic Butte July 12 – 14th, with multiple stages, hundreds of musicians and artists, ethnic cuisine and more; on Facebook at MT folk fest.</p> <p>The Montana Folk Festival in historic Butte, July 12 – 14th, when musicians, dancers and traditional artists take over the town. Montana folk festival dot com.</p> <p>The Montana Folk Festival, inviting all to historic Butte, July 12 – 14th. Information and room details at Montana folk festival dot com; on Facebook at MT folk fest.”</p> <p>The invoice for Doodl is for our creative services contractor. I have attached a pdf of our poster that they produced for us which is the basis for several of our print ads in regional media. The web site that they have maintained for us is www.montanafolkfestival.com and still contains a lot of material from the 2019 festival. Our Facebook page features a promotional wrap video produced by Doodl at www.facebook.com/doodl.</p> <p>Facebook ads were text and images that were targeted for attendees out of state to encourage them to attend the festival.</p> | <p>ITRR2019 Festival Butte.pdf</p> |
| 2018 | 11% | | | | | | | | | | | | | | | | | | | | | | | |
| 2017 | 11% | | | | | | | | | | | | | | | | | | | | | | | |
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| 2010 | 12% Last Year of the National Folk Festival | | | | | | | | | | | | | | | | | | | | | | | |
| <p>Film</p> | <p>Fam Trips</p> | <p>The dollars for this method will be used to increase the number of entertainment projects actually using the assets in the Butte market. These dollars will be used to; host decision makers looking at Butte as a potential site for an entertainment project, make available an easier way to showcase the assets Butte has for film/photo/entertainment projects.</p> <p>Since the Governor Steve Bullock signed into law the Montana Economic Industry Advancement (MEDIA) Act, a tax credit for film productions in Montana, Butte has seen a significant uptick in requests and interest. Compliment this legislation with Butte's rich historic district featuring turn of the last century architecture, industrial settings, vast open landscapes and a diverse knit population with the knack of finding the needed unusual and edictic people and props, Butte is prime to capitalize on this revived industry.</p> <p>Butte is fortunate to have struck a deal with the relocation of the main office of Montana Studios who offers logistical support for the TV series "Yellowstone." Montana Studios recently purchased 40 E. Broadway a large complex of five (5) buildings under one (1) roof, previously occupied by Northwestern Energy. This facility will offer space for production sound stages, interior filming, offices, educational and training rooms, set locations and apartments and condos for those working on movie and film projects.</p> <p>"When film producers come and tour Butte, they are amazed at what is still here and what has been preserved historically," says Steve Grover, President of Gateway Productions/Montana Studios. "We really see the entire Uptown Butte as a movie set and a TV set and really any rich media-type set."</p> <p>Currently, Bozeman is set to attract most of that business as the dominate film hub in Montana. However, Butte is uniquely positioned in the market to supplant Bozeman as the state's film hub. To do so Butte will build a film and location database of its offerings, to be easily accessed by those in the film industry. This database will live on the visitbutte.com website, which is a redirect from the butteinvested.com website. This new addition to the website will showcase Butte's offerings directly to the industry with locations, ease of access, vendors, suppliers, permitting and personnel. The Butte Economic Development team met with Jim Ward (Location Scout) to see how to streamline communication with Butte-Silver Bow City/County entities, and Montana Department of Transportation to ensure ease of access to locations while observing laws and best practices.</p> <p>Also, there are times when producers visit a community region. Depending on the project, it is instrumental to be able to have funds to pay for accommodations/meals during a site visit to Butte.</p> | <p>The best research Butte can offer is in the month of January alone, we have fielded 6 inquiries and booked a photo shoot with renowned wildlife photographer David Yarrow. The other 5 inquiries are still in the works for future dates.</p> <p>Success will be measured by the number of potential film projects acquired and the number of assets acquired from fam trips (photos, video, film locations) that will be added to a database posted on the CVB website and to the CVB media library.</p> | <p>The film industry has already had a positive impact on our community. We have found it important to prepared, efficient, timely in our response to these projects as they look at Butte as a possible location.</p> | <p>Yes, this method was successful and will be continued.</p> <p>Butte will continue to fund events and projects showcasing the community and surrounding area assets to those who have a film project to utilize our architecture, buildings, landscapes, and talent.</p> <p>Fam trips held for influencers in FY20 produced the addition of photo and video assets and location listings to be used in promoting Butte.</p> <p>Attendees at the Governor's "Shoot with the Stars Under the Big Sky" event Butte was able to network with decision makers on filming opportunities in Butte and the area. Jim Ward, film scout on the Informal "Film and Entertainment Committee" represented the Butte community.</p> <p>https://commerce.mt.gov/News/PressReleases/governor-bullock-montana-ambassadors-to-host-la-film-industry-event</p> <p>\$7,500.00</p> <p>A film industry database of locations was compiled and posted to the butteinvested.com or visitbutte.com websites. Having these assets available gives scouts and decision makers an easy way to determine if Butte offers what is needed to make their vision a reality.</p> <p>On the VisitButte.com website a tab was added dedicated to "FILM" in this tab is information on past projects in Butte along with a data base of over 750 photos. These photos include: historic unique buildings, bars, restaurants, ballrooms, theaters, landscapes, agricultural settings, recreation, roadways, waterways, urban city scapes and large buildings where stages can be built.</p> <p>Covid19 had a negative impact on spring 2020 activity but some recovery is being seen in FY21. Butte hosted three film events and album photo cover for Tim Montana and two other potential film projects are being considered for Butte in mid-January 2021.</p> | | | | | | | | | | | | | | | | | | | |
| <p>Group Marketing</p> | <p>Fam Trips</p> | <p>Butte is often asked to participate in FAM type of events from lodging to meals or fees to cover attractions. Coming up this spring when Helena hosts the Northwest USA Spotlight, an intimate tourism conference with about 25 operators Butte has the opportunity to showcase our offerings firsthand. As such monies are needed to cover the cost of meals and attractions. We estimate this event to be under \$2,000. There also is the opportunity to invite our operators with the propensity to book this region; Western Leisure and Southwest Adventure Tours are two companies who are on the top of our list to have visit our region in a FAM type of trip. Couple these projects with the times when the opportunity arises to host a tour operator/receptive operator/travel planner or writer, having a budget to take care of these individuals/groups would be extremely helpful.</p> | <p>Being able to showcase Butte as a great destination between the national parks, or as a place off the beaten track helps the planner to easily book guest rooms, attractions and meals, as they have experienced firsthand the offerings. Attached are two webates, talking about FAM trips and their importance to travel planners/agents.</p> <p>https://www.travelpulse.com/opinions/column/the-importance-of-fam-trips.html</p> <p>https://worldtravelnation.com/travel-industry/fam-trips/</p> <p>Success will be measured by the earned media acquired from fam participants (posts, articles, online listings, blogs, etc.)</p> | <p>FAM trips have been organized and successfully orchestrated through various entities including MTCBD. When conferences, such as Northwest USA Spotlight is in our region and being offered the opportunity to host part of a FAM is a wonderful way for Butte to share all we have, even if the participants are not able to see all we have to offer along with important relationships formed with these decision makers.</p> | <p>Yes, this method was successful and Butte CVB will continue to host Fam for influencers and tours.</p> <p>Butte hosted influencers "Two Girls One Suitcase" from January 2020. https://twogirlsonesuitcase.com/mihners-hotel-butte-montana/</p> <p>Below is the link to the article by Two Girls One Suitcase from January 2020. https://twogirlsonesuitcase.com/mihners-hotel-butte-montana/</p> <p>Allow we were successful in hosting the influencers and receiving earned media, we have yet to see the return on the investment as the story was released at the time COVID19 travel restrictions and the impact of closures on travel industry.</p> <p>David Yarrow</p> <p>David is a world-renowned photographer and philanthropist. Butte was fortunate to have him in Butte for a shoot in mid-January 2020. Below is the link to some of the photos David took in Butte and the region. The indoor shots with the gaming table were taken in the Silver Dollar Bar in Butte.</p> <p>https://davidyarrow.photography/collections/the-richest-hill-in-the-world/</p> <p>\$10,000.00</p> <p>The is the story he wrote about Butte.</p> <p>When we undertook our first "through the car windshield" project 18 months ago in Monument Valley, Arizona, we had no idea that it would be the plot to a series that has now taken us onto Montana, Chicago and LA. The idea of a layered narrative using great American vistas has worked and the concept is now known. Best of all no one can really copy us.</p> <p>In January 2020 we returned again to Montana, partly because we have a network of local contacts and tiers that deliver both logistical precision on the ground and access to the best locations, but mostly because the canvas on which tell stories is so rich in potential. Montana does stand out for us.</p> <p>Our focus this time was the historic frontier mining town of Butte. I have long had an obsession with the frontier settlements and Butte is visually one of the best because it straddles a hill. Between 1900 - 1950 the town represented a microcosm of final frontier life in the Wild West. It was a hill that was once so rich in minerals, that Butte became known locally as "The Richest Hill in the World".</p> <p>My readings on the town told me of a storied past of felons and outlaws - there were both murders and hangings on a regular basis. There were also no doubt many honourable men, but also many with the cunning of a wolf. It was a rich place and as always with that wealth came glamorous women.</p> <p>In my creative processing, coupling a wolf with the glamour of Daniela Braga could give a nod to the hill's heyday when everything was possible for everyone. The photograph just works and for those that know, it is unmistakably Butte in the background.</p> | | | | | | | | | | | | | | | | | | | |
| | | | | | <p>Yes, this method was successful. The Butte CVB met the objective to spend 20% or less on Administration. Butte will continue to use this marketing method.</p> | | | | | | | | | | | | | | | | | | | |

| Marketing Support | Administration | <p>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 have 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.</p> | <p>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.</p> <p>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.</p> | <p>The objective for Administration budget is to spend funds appropriately and efficiently for managing the organization's operations. Per statute, the maximum allowed for the Administration method is no 20% of the total annual lodging tax receipts. Success will be determined by the Administration method: if it is 20% or less, we will consider the method successful.</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 ED for the CVB is the representative to be present at TAC meetings and Governor's Conference.</p> <p>The Administrative line items also allows for additional expenditures needed in the form of office items and operations for office.</p> | \$24,000.00 | <p>Expenditures broken out: Subscription to Adobe for director laptop to edit documents to be forwarded or used for promotional purposes. Subscription to Adobe Lightroom to edit photos. Carbonite backup services for director laptop and computer purchased several years ago. Used by VIC staff to assist visitors with information. Domain registration for CVB website paid to Tempnet Technologies. Microsoft renewal for director laptop.</p> <p>Director Salary</p> <p>Projects completed in FY 20 for CVB</p> <p>Organizing and assisting with: FAM trips, travel writers, social media influencers, photographers, and videographers</p> <p>Coordinate Promotional Campaigns Online and Digital with the Montana Standard Print advertising and banner ads with Glacier Country Print advertising with YellowstonePark.com Print advertising with Certified Folder Print advertising in SWMT</p> <p>Meeting Attendance: Butte CVB Monthly Board Meeting and TAC Meetings SWMT Board Meetings Train, Schedule, and Supervise VIC Staff</p> <p>Work with The Montana Standard 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 Worked with SWMT travel guide committee on the design of the travel guide Worked with David Yarrow on photography project in Uptown Butte in January 2020 Created Marketing Plan for FY20, presentation of plan and plan execution Required reporting and preparation of audit materials of CVB funds</p> | | | | | | | | | | | | | |
|-------------------|---|--|--|--|--|-------------|--|-----------|-----|-------------|-------------|----------|----|-----------|-----|---|--|-------------|--|--|
| 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.</p> <p>Subscription to Constant Contact is needed to respond to Yellowstone Journal as past efforts are not effective and has become difficult.</p> | <p>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.</p> <p>Using Constant Contact allows Butte to see what emails are opened and for unsubscribed.</p> | <p>Success will be measured by fulfilling all requests for travel information that come from calls to our toll free number. Our objective is to be responsive and efficient in distributing requested information. We will be successful if all requests are fulfilled.</p> | <p>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.</p> <p>Constant Contact is utilized to send information to multiple individuals requesting more information on Butte.</p> | \$3,000.00 | <p>Yes, this marketing segment is still successful and will be continued.</p> <p>The Butte CVB fulfilled all requests for travel information received through the toll free phone line. Specifically, Total 473 travel packet requests fulfilled.</p> <p>States most asking for information MT OR WA West Virginia GA IL</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 attendance at these events.</p> | <p>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.</p> | <p>Success will be measured by attendance of the executive director at all quarterly TAC meetings, in-person or virtual, and attendance at the annual Montana Governor's Conference on Tourism and Recreation.</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.</p> | \$1,000.00 | <p>Yes, this method was successful. We met the objective of sharing and learning and promotions and updates from the Film Commission, State Parks, ITRR, Outdoor Recreation and Tribal Tourism.</p> <p>The executive director attended all quarterly TAC meetings.</p> <p>The Governor's Conference was cancelled due to COVID19</p> <p>Butte will continue to attend TAC meeting/teleconference calls and the Governor's Conference when it is able to convene.</p> <p>The marketing method will be continued.</p> | | | | | | | | | | | | | |
| Marketing Support | Opportunity Marketing | <p>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 projects) 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.</p> | <p>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.</p> | <p>Success would be tied to the specific funded project.</p> | <p>This is a place holder for funding new projects or to move to other projects needing additional funds.</p> | \$7,136.00 | <p>No funds were utilized out of this marketing segment</p> | | | | | | | | | | | | | |
| Marketing Support | VIC Funding/Staffing/Signage | <p>The Visitor Information Center is located in our Chamber of Commerce building which is open 12 months of the year. However, in the summer the Chamber does not have funding to cover the need for extended hours and weekend staffing. As such the Chamber pays for a staff person, 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> | <p>Visitors Who Spent At Least One Night in Butte</p> <p>Sources Used During the Trip</p> <table border="1" data-bbox="756 1193 1060 1234"> <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>Visitors to Montana</p> <p>Sources Used During the Trip</p> <table border="1" data-bbox="756 1291 1060 1331"> <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% | <p>Success will be measured by the availability and accessibility of the Visitor Information Center (open/hours of operation, staffing) and by tracking the number of visitors who sign into the guest book at the Visitor Information Center. As per required reporting, we will also track the top ten states/countries visitors come from.</p> | <p>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 & 20 and the amount of our visitors who take in both national parks as gathered from the ITRR.</p> | \$28,000.00 | <p>Yes, the Butte VIC funding was successful and met the objective and will be continued.</p> <p>In 2019 the VIC was staffed 7 days a week in July, August to mid-September, from mid-September 2019 through mid-March 2020 the VIC was staffed 5 days a week. From mid-March until prior to Memorial Day weekend the VIC was closed due to the COVID19 pandemic. The VIC reopened 7 days a week June 1 through June 30, 2020. A total of 2,646 staff hours were provided by CVB funds. Summer Hours 8am-6pm Mon-Sat and Sun 9am-4pm; rest of the year open Mon-Fri 9AM-5PM.</p> <p>The Butte VIC welcomed a total of 25,025 visitors in FY20.</p> <p>Top 10 States of origin MT WA ID CA UT AZ CO OR TX MN</p> <p>Top 10 Countries Canada UK Germany Australia China France Netherlands Denmark Norway</p> <p>Please refer to attachment #3 for the usefulness of VIC for visitors</p> | |
| Most Useful | Description | All Used | | | | | | | | | | | | | | | | | | |
| 6% | VIC Staff | 16% | | | | | | | | | | | | | | | | | | |
| Most Useful | Description | All Used | | | | | | | | | | | | | | | | | | |
| 4% | VIC Staff | 13% | | | | | | | | | | | | | | | | | | |
| | <table border="1"> <thead> <tr> <th>Activity</th> <th>Overnighted</th> <th>Activity</th> <th>Drove</th> <th>Activity</th> <th>State of</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table> | Activity | Overnighted | Activity | Drove | Activity | State of | | | | | | | | | | | | | |
| Activity | Overnighted | Activity | Drove | Activity | State of | | | | | | | | | | | | | | | |
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|-----------------------|------------------|---|--|-----------------------|-----------------|----------------------|----------------------|----------------|----------------|-----------------------|-----|-----------------------|-----|-----------------------|-----|------|------------------|-----------------|----------------------|-----------------|----------------|-----------------|------|---|---|---|---|---|---|------|---|---|---|---|---|---|------|---|---|---|---|---|---|--|--------|---|--------------------|
| Marketing Support | Research | <p>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.</p> <p>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.</p> | <table border="1"> <tr> <td></td> <td>in Butte</td> <td></td> <td>Through Butte</td> <td></td> <td>Montana</td> </tr> <tr> <td>Recreational Shopping</td> <td>24%</td> <td>Recreational Shopping</td> <td>24%</td> <td>Recreational Shopping</td> <td>26%</td> </tr> </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>Retail Ranking in Montana Counties</p> <table border="1"> <tr> <td>Year</td> <td>Butte-Silver Bow</td> <td>Missoula County</td> <td>Lewis & Clark County</td> <td>Gallatin County</td> <td>Cascade County</td> <td>Flathead County</td> </tr> <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> </table> | | in Butte | | Through Butte | | 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 | <p>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.</p> <p>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.</p> | \$0.00 | this project was not approved by the TAC. | Buxton Budget.xlsx |
| | | | | in Butte | | Through Butte | | 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 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | \$290,711.00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Marketing Method Evaluation Attachments

| | |
|---------------|---|
| Attachment 1 | FY20 Butte Budget to Actual Comparison Pie Charts.pdf |
| Attachment 2 | Butte FY20 B2A report.pdf |
| Attachment 3 | Butte CVB FY20 ITRR Slats for Completion Reports.xlsx |
| Attachment 4 | Yearly CVB results July 2019-June 2020.pdf |
| Attachment 5 | Butte CVB FY20 Event Promotion Examples.pdf |
| 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 | \$78,074.56 | \$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/Covernor's Conference meetings | \$1,000.00 | \$0.00 |
| Marketing Support | V/C 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 |

