



Grant Details

95522 - FY21 Region/CVB Marketing Plan

101296 - FY21 Butte-Silver Bow CVB Marketing Plan

DOC Office of Tourism

Grant Title: FY21 Butte-Silver Bow CVB Marketing Plan
Grant Number: 21-51-015
Grant Status: Underway
Comments:
Applicant Organization: Butte Silver Bow Convention and Visitors Bureau
Grantee Contact: Maria Pochervina
Award Year: 2020
Program Area: DOC Office of Tourism
Amounts:
Contract Dates: Contract Sent 06/15/2020 Contract Received 07/01/2020 Contract Executed 06/30/2021
Project Dates: Proposal Date 07/01/2020 Project Start Project End 06/30/2021
Grant Administrator: Barb Sanem
Contract Number 21-51-015
Award Year 2020

Contract Dates

Contract Sent Contract Received Contract Executed Contract Legal

Project Dates 07/01/2020
06/30/2021

Project Start Project End

Comments
Amendment Comments

Community & Brand Support

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

"Butte Tough" oh how I never liked the phrase. A reminder of the very image this community has worked to overcome; mean, uninviting, and dirty. The phrase has a history from our mining heyday when Butte possessed power in all aspects of life, particularly; politics, money, and at one time...size. Butte was intimidating and strong, a force to be dealt with; tough, when coming upon an adversary. As an Anaconda native, I knew of the rivalry lasting over many generations, I grew up with the understanding; Butte is tough!!!

The phrase "Butte Tough" has had a resurgence over the past few years, through the apparel company UPTOP. UPTOP is owned by Butte natives, Luke and Colt Anderson. Although both men are known to be

kind and sweet, they are simply Butte boys through-and-through. Colt made a name for himself as a “walk-on” for the UofM Grizzlies football team. Upon college graduation Colt had a career as a professional football player and most recently has been added to the Cincinnati Bengals coaching team.

Now being “Butte Tough” is at the forefront of the minds of us who call her home. The need to take on adversity by sticking together and working toward a better time...a new normal. I’m proud to be a part of the “Butte Tough” team, a community sharing joys and sorrows and most importantly supporting each other in times of crisis. Our adversaries are different, a pandemic, economic downturn, dramatic changes to the livelihoods of friends and family. Through it all, this small city will prosper and exemplify what it means to be “Butte Tough”

Butte’s target market has changed over the years; a stop-over-from-place to place, a special place steeped in history and color, festival city and secret recreational hideaway. We are working all facets of visitor needs, we share interesting reasons for visitors to not just stop-over, but extend their visit as we share our history to include specialized tours of underground mine tours, art-culture-religion tours of the Serbian Orthodox Church, and historical walking tours. We have worked with the forest service to create comprehensive maps of our trails; these maps are on the new website. In cooperation with Atlantic Richfield, an updated map with over 25 miles of urban trails complete with interpretive signage on the reclamation efforts from the mining Superfund site has been developed and will also be added to our site. While these efforts have been successful, we still have more to do; promotion of Ridge Waters waterpark and millions of dollars of improvements to Stodden Park Butte has a park offering park recreation for all ages. All of this has been or will be shared on the new website.

The community of Butte has adopted the brand of Butte Elevated. This encompasses not just our elevation at a mile-high, but our ability to offer the amenities of larger communities in a smaller city setting. Our offerings of outdoor recreation within minutes of city-center allows for ease of access with the ability of getting “back to town” quickly to enjoy the dining options. Butte Elevated encompasses our ability to move quickly with permitting and obtaining needs of the film community as we have developed a Film Committee and have brought in Butte’s Economic Development team. This brand goes further to encompass economic development as well.

In looking at data from the ITRR, marketmt.com site for research, and my own firsthand experience at the Visitor Information Center in Butte I have a firm grasp on visitors to our community. The joint venture offered through MTOBD with VisaVue offers great information on how visitors spend their dollars in Butte; showing the community as a location to stop on the way to other places. In my plan data taken from the marketmt.com site showing how long visitors stay in our area in comparison to their length of stay in Montana. I was able to discern areas/communities with a higher probability of spending time in our area. I crossed referenced this information with some of my hoteliers, franchised properties with year-round primary markets of corporate and summer leisure, as well as Fairmont Hot Springs Resort with primary markets of year-round leisure and group. While Butte’s offerings are many and unique, our visitors spend time in our region as they travel to the national parks or traveling the interstates of 15 & 90.

Butte is a festival city, offering events almost every month of the year. With COVID-19, the destination festival goers will not be visiting our community, as all festival related events have been cancelled/postponed to 2021. Even with our festival attendees, many of them extend their trips to include the national parks.

Butte lays claim to strengths:

- The junction of Interstates 15 and 90.
- Conveniently located between Yellowstone and Glacier National Parks
- Located in the heart of Southwest MT Travel Region
- Home to 13 trailheads to the Continental Divide National Scenic Trail within 30 miles of city-center
- 10 minutes to Thompson Park, the only municipal park on National Forest Service land in the US, offering day-use, non-motorized recreation year-round
- Over 25 miles of urban trails within Butte’s city limits
- Possessing the largest Historic Landmark District in the United States, with funding to assist in preservation of buildings in the Historic District
- Newly remodeled large convention hotels
- Many hotels owned by locals or Montana residents
- Within a 1.5-hour drive to 3 the larger communities of Bozeman, Helena, and Missoula
- 92 facilities offering food at a designated location, 60 non-franchised offering the local flavor for foodies
- 25 attractions/tours, with 15 available year-round or offering longer seasons or opening for special tours
- Strong sense of community as major employers, local government and non-profits work together to promote and improve the community.
- 14 annual events and festivals
- New waterpark with the longest lazy river in Montana
- Historical preservation
- 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
- Over 70 retail locations offering everything from auto parts stores to unique gift shops
- Moving toward the final Consent Decree on the Superfund cleanup
- Educational tours available on Superfund restoration
- Breweries and distillery – offering tours and homemade beverages
- Great tour guides and denizens who share Butte’s stories
- Strong industrial history with deep roots in unionization
- Cultural offerings at the Mother Lode Theatre with national touring companies, featuring Broadway musicals and dramas, music tributes and the Montana Repertory Theatre, Butte Symphony, Community

Concerts, local recitals, special concerts and children's plays through the Orphan Girl Theatre

- Home to Montana Tech a renowned institution of higher education an integral part of our community
- Lizzy Block an alleyway between Broadway and Park Street with lighting and seating, offering a great place to gather in small groups with friends.
- Music on Main a Thursday night free event offering music, food, vendors and children's activities.
- Young Professional organization where the demographic under 40 gathers to share ideas, lifestyles and work to improve Butte through volunteering opportunities
- Development of the Film & Entertainment Committee, comprised of Montana Studios, Butte Local Development Corporation, Butte CVB and film scout, Jim Ward. This group meets regularly to discuss film opportunities and how to best address the inquiries.

Butte struggles with weaknesses:

- COVID-19
- Limited air service
- Retail offerings
- Image of the Berkeley Pit
- Superfund – Dirty Water
- Negative perception of Butte's reputation; rough, rowdy, dirty, old
- Historical preservation
- Loss of one of our breweries
- Interstate junction – travelers drive by

Butte has opportunities:

- 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
- Produce and promote itineraries for Butte keeping visitors in the area longer
- Information annual events and festivals
- Not now, but in the future the community will work obtain another flight into Butte
- Continue to work to gain more retail businesses

Butte's Challenges:

- Other communities having more flights
- 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; quiet mountain trails and unobstructed vistas along Maud S Canyon, Thompson Park and the trails leading to and along the CDNST, open waterways of the Big Hole River and Delmoe Lake await residents and non-residents to fish, raft, paddle and relax. With so many open and non-crowded areas, wildlife is abundant for viewing.

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

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

As we anticipate a decrease in non-resident visitors its imperative Butte continues to promote itself to be "top of mind" as visitors look to plan future travel. The online/digital campaign will primarily promote the ease of getting into the open spaces of the mountains and waterways common in western Montana. The ability to social distance not only in the outdoors, but in smaller city of Butte.

Butte will continue:

Placement of a full-page ad in the *Southwest Montana Travel Guide*. This guide only allows for full-page ads and is truly a great piece to keep visitors in the area longer.

Working with *Yellowstone Journal* in their Print & Tablet, Online & Social and Lead Generation programs.

Ad in *Certified Folder's maps of Yellowstone and Glacier National Park*, this map is "racked" in Certified Folders racks as a tool for visitors to use before obtaining national park maps at gate entrances.

A ½ page ad in the travel guide produced by Glacier Country. This piece is a great tool for inspiration.

A ½ page ad in the annual *Great American West travel guide*. This guide is endorsed by Rocky Mountain International and the member states of Montana, Idaho, Wyoming, North and South Dakotas as the official consumer travel guide for the UK, Australia, Scandinavia, Germany, France and Italy. Guides are translated into the language synonymous with each country for distribution.

Ad in the *Great American West map* which is printed and distributed in seven overseas markets including the countries of United Kingdom, France, Italy, Germany, Switzerland, Austria, the Netherlands, Belgium, Luxembourg, Australia, New Zealand, Sweden, Denmark, Norway and Finland. The map is used at travel shows and available on flash drives and on overseas websites.

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. Attendees pay an entrance fee.

Attendance at tradeshow targeting the international market with MTOBD at *IPW and RMI*.

Attendance at the domestic group travel show of *Travel Alliance Partners at TAP Dance* where 20-minute regional pod appointments help domestic tour operators with new ideas and itineraries.

Attendance at the outdoor recreation show in Salt Lake City, *International Sportsman Expo*. Attendees pay an entrance fee.

Attendance at *golf shows* promoting the opportunities in this area.

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, film industry scouts, travel writers, social media influencers, photographers and tour operators.

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, parks, 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.

Stephanie Sorini, Butte Chamber of Commerce Executive Directory and I will conduct our own version of "superhost training." One of several options will be available for front line personnel; we can do training in person at a safety meeting or via Zoom conference 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.

Optional: Include attachments here

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

Primary:

Butte will not directly target the non-resident visitor for short booking windows until the mandatory quarantine by Governor Bullock is lifted. Then the areas targeted for FY2020-2021 will be based on 2 factors; areas with a past propensity to visit our area from data garnered from VisaVue reports 2018 annual and quarterly reports from 2019. The other consideration will be to target areas with small occurrences of COVID-19. While preparing this marketing plan I delved into this scenario as it pertains to Idaho.

VisaVue Reports

Annual 2018 : #2

2019-Quarter 1: #1

2019-Quarter 2: #2

2019-Quarter 3: #3

2019-Quarter 4: #2

Butte could target 11 eastern counties of Idaho where there currently are less than 10 cases of COVID-19, total population for these counties are just over 105K individuals. Targeting states traditionally high on visitation to Butte will not be conducted until

Knowing from data provided by the US Travel Association and ITRR people are looking forward to travel, however the drive market and closer to home trips will have a higher priority. Given Montana has a low number of COVID cases in most communities, Butte will market to Montana residents.

In talking with local hoteliers and information garnered from Destination Analysts the Montana market will include Yellowstone County/Billings, Flathead and Bitterroot areas as well as Great Falls and Missoula.

- Whether the target market is the nonresident or resident visitor all campaigns will focus on outdoor activities; hiking, biking, golf, fishing, disc golfing, wildlife watching, boating, OHV trail riding and touring. With the abundance of open spaces to traverse, returning to Butte's many locally owned restaurants offers the needed respite to a day of fresh air, adventure and photographic opportunities.

To share the opportunities in and around Butte, advertising will continue with a presence in the following publications:

- Southwest Montana Travel Guide
- Yellowstone Journal
- Glacier Country Guide
- Certified Folder's maps of Yellowstone and Glacier National Parks

From the US Travel Association publication Travel Intention Pulses Survey Impact of COVID-19 Key Findings Wave III April 17 – 22, 2020

Road trips and travel to destinations closer to home will be key trends driving travel growth as the pandemic fades. The percentage of travelers who agreed that they are more likely to travel by car after COVID-19 passes increased from 35% in Wave II to 47% in Wave III. And, the percentage who said they are more likely to travel to destinations close to home increased from 36% in Wave II to 42%. This was especially true for older travelers.

Consumers' interest in travel may ultimately be transcended by lingering concerns about either safety or their ability to pay for it. Six in ten respondents say they will be eager to travel for leisure once the COVID-19 emergency has passed, up from 54% in Wave II. Yet, just 38% say they are likely to take a leisure trip in the next six months.

In Wave III, travelers were slightly less concerned about the threat of contracting COVID-19 than they were just two weeks prior. In particular, the concern about others in their household contracting the virus dropped from 40% in Wave II to 34% in Wave III. And, travelers age 50-64 years old continue to be the age group least concerned.

From the ITRR Interactive Data as it pertains to non-resident visitors, the above demographic age groups fall within the age range of the primary visitors to Butte who spent a night in the community all quarters of 2019.

Percentage of Travelers	Age Grouping
21%	45-54 years of age
28%	55-64

b. What are your emerging markets?

An emerging market Butte can capitalize on once the 14-day quarantine is lifted is the film industry. Due to the impact of this market on our community and the various entities being contacted it became imperative an organized group be formed, thus the Butte Film & Entertainment Committee (BFEC). The BFEC is comprised of a film scout, CVB, BLDC and Montana Studios representatives. We had a couple of projects slated for this spring/early summer, these are on hold at this time, with project interest still active for our market.

Motorcycle market is an emerging market Butte needs to promote. SWMT has already produced a wonderful map for this market and with Butte's location on I-15/I-90 as Sturgis participant ride, we have a market driving by our community.

In Quarter 1 and 2 of 2021, Butte will again participate in shows promoting to the International Market. Although Butte has participated in shows previously, a break from these shows did not take place in 2020 due to COVID-19.

Another market taking a break in 2020 is the event and festival market. It is important Butte continues to work together to make sure the historically successful events; Montana Folk Festival, An Ri Ra, Serbian Festival, Butte 100, St. Patrick's Day and Freedom Festival do not end due to the break from COVID-19.

Butte will continue to work the meeting and convention market Copper King Convention Center, an Ascend Hotel and our own full-service Fairmont Hot Springs Resort Fairmont offers all of the meeting amenities of a full-service catering kitchen and service in one-stop shop. The Copper King has a full-service bar but offer many different catering services as they work with many other caterers in the area. The meeting and conference market is year-round.

We will continue to work in a collaborative effort with the TBID, Butte Silver Bow Government, Butte Local Development Corporation, Butte, Economic Development Coordinating Council, and Butte Chamber of Commerce to promote our region to visitors with the propensity to recreate outdoors using our easily accessible and virtually unused trails, streams, and rivers. The end goal for Butte is to showcase our community and surrounding areas, we hope the lifestyle we offer would be an enticement for entrepreneurs of start-ups or existing companies who are looking to begin, expand or branch out to see Butte as the community of choice.

Optional: Include attachments here.

c. What research supports your target marketing?

From the Institute for Tourism and Recreation Research (ITRR) most recent study conducted on both the Montana resident and nonresident visitors on travel sentiments.

For a review of the traveler survey visit <https://bit.ly/2JEbbMe>

	Prior to COVID-10 Outbreak	After COVID-19 Outbreak
	3/11-3/20 Date of Survey	3/26-3/31 Date of Survey
Nonresident	67% Plan to Travel to MT	71% Plan to Travel to MT
Nonresident	21% Less Likely to Travel to MT	59% Less Likely to Travel to MT
Resident	82% Likeliness to Plan to Travel out of MT between February – August 2020	85% Likeliness to Plan to Travel out of MT between February – August 2020
Resident	33% Likeliness to Travel out of MT between February – August 2020	67% Likeliness to Travel out of MT between February – August 2020
Nonresident	52% Travel Plans Remain Unchanged Through August 2020	19% Travel Plans Remain Unchanged Through August 2020
Nonresident	23.68% Likelihood of Staying Closer to Home Through August 2020	56.69% Likelihood of Staying Closer to Home Through August 2020
Resident	25.2% Likelihood of Staying Closer to Home Through August 2020	55.21% Likelihood of Staying Close to Home Through August 2020
Resident	48.4% Travel Plans have not changed through August 2020	19.02% Travel Plans have not changed through August 2020

And from US Travel Association - complete report is attached as well.

Travelers Starting to Feel a Little Safer About Engaging in All Travel Related Activities

Tourism Related Activities	3/27	4/11	4/24
Travel by Personal Car	68%	65%	67%
Vaca Rental Home/Condo	20%	19%	25%
Parks	40%	27%	31%
Bars & Restaurants	15%	9%	12%
Hotels & Resorts	20%	13%	17%

Travelers Are Becoming More Eager to Travel – Particularly to Domestic Road Trips Closer to Home

Thoughts on Travel	4/11	4/24
Be eager to travel for leisure	52%	58%
Travel more often for vacation by car	35%	47%
Select destinations closer to home	36%	42%
Take more day trips	33%	40%

Likelihood of Engaging in Most Travel Activities (Next 6 months) Starting to Improve

Activity	3/27	4/11	4/24
Personal Car			67
Stay in Hotel or Resort	41	33	36
Vacation Home/Condo	24	20	23
Visit a Park (local, state, nat'l)			48
Visit a Bar or Restaurant	49	40	44

Film Industry

Prior to COVID-19 the Butte Film & Entertainment Committee was fielding and researching at least 1 serious inquiry per week.

Motorcycle Market

According to the ITRR for nonresident visitors to Montana, Drove Through Butte and Overnighted in Butte, 2% were traveling via motorcycle and 3% listed it as an activity.

Group/Conference Market:

Fairmont Hot Springs Resort and the Copper King Hotel have seen all of their group business disappear, some with postponements, others with complete cancellations. This has been especially devastating to Fairmont, as their primary markets are leisure and group meetings.

Marketing Segment	Marketing Method	Describe your method.	Provide supporting research/statistics.	plan to measure success?	Provide a brief rationale for this method.	Estimated budget for method.	Marketing Method Evaluation	Add'l Attchmnt
Consumer	Printed Material	<p>The appreciation by visitors for the Attraction 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. Butte residents come into the Chamber to gather information for family visiting the area.</p> <p>Several years ago, Butte produced an Outdoor Recreation Map outlining:</p> <ul style="list-style-type: none"> • 13 trailheads to the Continental Divide National Scenic Trail (CDNST) and fishing access points and camping sites within 30 miles of Butte city-center • Urban trail system within Butte • Maud S. Canyon trail with a connection to CDNST • Thompson Park - 12 months of non-motorized recreation - day use only - also connects to the CDNST <p>This map has been taken to tradeshow featuring outdoor recreation, given to visitors who need a map to navigate to Butte's nearby trails.</p> <p>The Outdoor Recreation Map can also be downloaded on the free Avenza mobile app.</p>	<p>Given the map is used extensively at the VIC, the tables below show how VIC staff is utilized, from the ITRR 2019 All Quarters. I understand this data has to do with the nonresident visitor, and Butte is looking to target the Montana visitor, I felt people from Montana cannot be all that different from her counterparts in other states.</p> <p>Please refer to the attachment below for ITRR Statistics.</p>	<p>Interest from visitors if they want to take the map(s) and use it as a tool to get around the city and outdoor areas</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. When the map was redesigned last year, it was met with some hesitation from some of the hotelier, but the map is larger and is on brand. The map features all attractions, rather than seasonal attractions. The map is used for the facilitation part of the visitor's trip.</p> <p>The Outdoor Recreation Map is used to keep visitors in the area longer by showing how easy it is to get into our mountains and on our waterways. This map shows visitors the availability of the outdoor recreation in our area year-round.</p>	<p>\$11,500.00</p>		<p>Printed Material Statistics for Butte CVB FY2021.docx</p>
		<p>Although the visitor guides can be outdated with new information coming forward after the guide is printed, we find visitors find the piece to be useful. The Butte guide is comprehensive with information on the offerings in the community. The guide does not have any advertisements, it has information on attractions, lodging, restaurants, outdoor</p>	<p>The Visitor Guide is used extensively at the VIC as a companion piece with the Attraction Map piece.</p>	<p>Success by the number of guides picked up, sent off or requested. The Visitor Guide is really a wonderful way to show what Butte has to offer without alot of fluff.</p>	<p>This simple guide is used as a complementary piece to those seeking more information on Butte and to extend a stay. Given the demographic of visitors who spend a night in Butte; 70% are between 55 years old and 74 years old, still a demographic</p>			

Consumer	Travel Guide	<p>recreation as well as a map of trails, fishing opportunities. 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 tradeshows.</p>	<p>Sources Used for Trip Planning from ITRR All Quarters 2019 – Overnighted in Butte</p> <table border="1"> <thead> <tr> <th>Most Useful</th> <th>Description</th> <th>All Used</th> </tr> </thead> <tbody> <tr> <td>7%</td> <td><i>Info from Friend/Relative in MT</i></td> <td>12%</td> </tr> <tr> <td>6%</td> <td><i>Info from Previous Visit</i></td> <td>10%</td> </tr> </tbody> </table> <p>Sources During Trip from ITRR All Quarters 2019 – Overnighted in Butte</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><i>Info from Friend/Relative in MT</i></td> <td>10%</td> </tr> <tr> <td>1%</td> <td><i>VIC</i></td> <td>16%</td> </tr> </tbody> </table>	Most Useful	Description	All Used	7%	<i>Info from Friend/Relative in MT</i>	12%	6%	<i>Info from Previous Visit</i>	10%	Most Useful	Description	All Used	4%	<i>Info from Friend/Relative in MT</i>	10%	1%	<i>VIC</i>	16%	<p>Statistics from the ITRR as to what "Sources are Used to Plan" and "Sources Used During Travel" will be monitored. When the Visitor Guide is no longer needed/requested or found useful with one-to-one visits with travelers at the VIC, the Visitor Guide will no longer be printed.</p>	<p>not as in sync with smartphones. The guide works well for those visitors not able to access mobile data.</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.</p>	\$10,000.00								
Most Useful	Description	All Used																														
7%	<i>Info from Friend/Relative in MT</i>	12%																														
6%	<i>Info from Previous Visit</i>	10%																														
Most Useful	Description	All Used																														
4%	<i>Info from Friend/Relative in MT</i>	10%																														
1%	<i>VIC</i>	16%																														
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 continual to be a part of the Butte CVB budget.</p> <p>The International Market will be marketed through print advertising through the map produced by the Great American West, a region of MT, WY, ID,</p>	<table border="1"> <thead> <tr> <th>2019 All Quarters - ITRR</th> <th>Overnighted in Butte</th> <th>Drove Through Butte</th> <th>State</th> </tr> </thead> <tbody> <tr> <td><i>Repeat Visitors</i></td> <td>77%</td> <td>74%</td> <td>76%</td> </tr> <tr> <td><i>Plan to Return within 2 Years</i></td> <td>88%</td> <td>80%</td> <td>84%</td> </tr> <tr> <td><i>Visited YNP</i></td> <td>53%</td> <td>56%</td> <td>52%</td> </tr> <tr> <td><i>Visited GNP</i></td> <td>45%</td> <td>56%</td> <td>42%</td> </tr> <tr> <td><i>Visited Other State Parks</i></td> <td>11%</td> <td>12%</td> <td>10%</td> </tr> </tbody> </table>	2019 All Quarters - ITRR	Overnighted in Butte	Drove Through Butte	State	<i>Repeat Visitors</i>	77%	74%	76%	<i>Plan to Return within 2 Years</i>	88%	80%	84%	<i>Visited YNP</i>	53%	56%	52%	<i>Visited GNP</i>	45%	56%	42%	<i>Visited Other State Parks</i>	11%	12%	10%	<p>With the promotion done in Yellowstone Journal and our participation in their reader survey campaign we can follow up with readers requesting additional information. This will assist us in providing way to measure the success of this form of advertising.</p> <p>Glacier Country and SWMT provide us with statistics on placement of their guides and requests from their call center numbers.</p> <p>The international market promotion is to keep our region in the consumers minds as travel from those regions' re-start. We do get information on where the maps and magazines are placed and with whom they are shared. With VisaVue data from 2018, 2019 and again in 2020</p>	<p>Given so many travelers who stay in Butte, drive through Butte and are visiting Montana stay in the Yellowstone, Glacier regions, a Butte presence is needed. Yellowstone Journal is one of the best ads to gauge ROI with their email list provided weekly. SWMT's regional guide re-write over the past couple years, primarily as a facilitation piece has made it a great piece to distribute to visitors at the Butte VIC.</p> <p>The Certified Folder maps of YNP and GNP are distributed in the Certified Folder brochure racks.</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</p>	\$21,500.00		
2019 All Quarters - ITRR	Overnighted in Butte	Drove Through Butte	State																													
<i>Repeat Visitors</i>	77%	74%	76%																													
<i>Plan to Return within 2 Years</i>	88%	80%	84%																													
<i>Visited YNP</i>	53%	56%	52%																													
<i>Visited GNP</i>	45%	56%	42%																													
<i>Visited Other State Parks</i>	11%	12%	10%																													

ND and SD. Also an inspirational and orientation publication is produced in a variety of languages. This helps to orientate the receptive and tour operators and RMI representatives in the various countries to share are region and Butte in particular.

we will have data to compare expenditures. Certified Folder provides us with the exact location where these maps are placed. Statistics from the ITRR on the number of visitors who either travel through Butte or overnight in Butte provide us with information year-over-year on the percentage of visitors who visit the national parks.

SD regions. The map is printed in a quantity of 10,000 annually. 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 wo this year..

Consumer Online/Digital Advertising

Unlike print the fastest and easiest way to change a targeted market is via the online/digital campaign. With statistics readily available and the ability to change the demographic whether it be a geotargeted area or transmitting new and changing information is via online/digital. By working with the Montana Standard and their staff the direction of the campaign is revised frequently. New images and themes will be sent out to different markets as COVID-19 numbers change in certain regions.

Sources Used for Trip Planning from ITRR All Quarters 2019 – All Montana

Most Useful	Description	All Used
28%	Search Engine	47%
3%	Mobile Apps	12%
1%	Social Media	9%

Sources During Trip from ITRR All Quarters 2019 – All Montana

Most Useful	Description	All Used
17%	Search Engine	39%
3%	Mobile Apps	12%
1%	Social Media	5%

Sources Used for Trip Planning from ITRR All Quarters 2019 – Overnighted in Butte

Most Useful	Description	All Used
38%	Search Engine i.e. Google	50%
2%	Mobile Apps	13%
0	Social Media	8%

Sources During Trip from ITRR All Quarters 2019 – Overnighted in Butte

Most Useful	Description	All Used
21%	Search Engine	47%
2%	Mobile Apps	13%
1%	Social Media	4%

Sources Used for Trip Planning from ITRR All Quarters 2019 – Drove

Website analytics, informaiton from hotels, Destination Analysts

Butte has continued to run a year-round digital and social media campaign to inspire, orientate the potential visitor to our area.

A social media and digital advertising campaign rolled out for the orientation season of 2020 utilizing: digital marketing, retargeting and location marketing, as well as social media.

The CVB board will taking on the task of choosing a provider, as well as utilizing the tools available through MTOBD.

Monthly meetings

\$105,442.00

			Through Butte					
			Most Useful	Description	All Used			
			31%	Search Engine i.e. Google	51%	take place where the campaign in reviewed, changes discussed and ideas are brought forward.		
			2%	Mobile Apps	12%			
			<1%	Social Media	9%			
			Sources During Trip from ITRR All Quarters 2019 – Drove Through Butte					
			Most Useful	Description	All Used			
			19%	Search Engine	43%			
			2%	Mobile Apps	12%			
			1%	Social Media	5%			
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. In 2019 there was years with a large Montana contingency in Calgary.</p> <p>RMI is a regional show where the 5 states of: MT, WY, ID, SD, ND showcase the area as a whole. There are 40 appointments with representatives from the different regions of: UK, Australia, Benelux, Nordic, Fance, Germany, and Italy. These representatives are in their respective countries promoting the region. In addition to the GAW reps there are inbound tour operators and tour operators who book into this region or have 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> <p>Not knowing what COVID-19 holds for the future, golf shows may be a viable way to bring people to our area as group size is small and our area offers a Jack Nickalus Signature Course and Fairmont Hot Springs Resort 18-hole</p>	<p>Alberta Canada has been one of Butte's #1 International Markets, not surprising with border sharing and our location down I-15. Other countries with numbers worth looking at are Australia, Germany, Netherlands and UK with lodging being #2 expenditure, being outranked by either supermarkets or sporting goods. Ireland shows lodging as the #1 expenditure. This data comes from VisaVue from 2019 the prime 3rd quarter.</p>	<p>Data from Visa Vue for international and stats from the inbound tour operators are shared. The Canada show should see data according to the ITRR data showing 2018 and 2019 versus future years. The Canadian border was closed in 2020, at the time of this plan, I have no idea when it is due to open. TAP was not attended in 2020 due to COVID-19. TAP will be tracked according to tours booked into our region and hotels.</p>	<p>The consumer shows chosen are the Calgary Outdoor Show and Sportsman International Expo in Salt Lake City, UT. Both of these shows are a paid attendance, which qualifies participants as a free show would not. The Calgary show was cancelled in 2020 due to COVID-19. Rather than loose any of the registration payment in light of asking for a refund, I rolled it over to 2021 without losing any money due to a refund.</p> <p>International shows chosen are RMI and IPW, Butte is making great inroads into this market and do want to lose the momentum, as such both shows were cancelled in 2020.</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>	\$16,230.00		

		championship course to promote																																																																								
Consumer	Billboards/Out-of-Home	The Butte Chamber of Commerce/VIC is most easily accessed off of the Montana Street exit off I-15-90. Just before the Montana Street exit heading east is a billboard owned by the Butte-Silver Bow government, located on Atlantic Richfield land. The Butte CVB pays the permit, a 3 year permitting fee of about \$75. This billboard is available for the Butte CVB to change to promote offerings in our community. This board has not been changed for several years. It is time to change the image and message. I am attaching the photo we are looking to use on this board.	<p>Sources During Trip from ITRR All Quarters 2019 Usefulness of Billboards</p> <table border="1"> <thead> <tr> <th>Most Useful</th> <th>Breakdown</th> <th>All Used</th> </tr> </thead> <tbody> <tr> <td><1</td> <td>Montana</td> <td>5%</td> </tr> <tr> <td><1%</td> <td>Drove Through Butte</td> <td>7%</td> </tr> <tr> <td>1%</td> <td>Overnighted in Butte</td> <td>7%</td> </tr> </tbody> </table>	Most Useful	Breakdown	All Used	<1	Montana	5%	<1%	Drove Through Butte	7%	1%	Overnighted in Butte	7%	The image Butte is looking to use has received many complements. Similar to the image Butte used many years ago with the Berkeley Pit we expect people will come into the VIC wanting to know where this photo was taken. We will be able to direct people to Thompson Park where the trail extends onto an old train railbed and the tressel at Roosevelt Drive.	Given the Butte CVB only has to pay for the creative change and installation without paying a monthly rental fee and coupled with this billboards location right before an entrance into Butte where signage directs visitors to the Chamber/VIC is very well marked it gives visitors a chance to stop and our VIC staff in turn the ability to entice visitors to stay in Butte a bit longer.	\$4,500.00			Thompson Park Tressell.jpeg																																																					
Most Useful	Breakdown	All Used																																																																								
<1	Montana	5%																																																																								
<1%	Drove Through Butte	7%																																																																								
1%	Overnighted in Butte	7%																																																																								
Consumer	Joint Ventures	Rick Graetz from the University of Montana worked on a project in 2019-20 for the Beaverhead County area with our travel region SWMT. The photos were amazing and are free for unlimited use. Rick works with a group of students gathering information and photos. This would be a great project for Butte to gather more informaiton as well as much needed photo content.	<p>From the ITRR 2019 data. If visitors are interested in Scenic Driving, Nature Photography, Wildlife Viewing, then giving them a glimpse into what the Butte area offers is a great way to entice this type of visitor to our area.</p> <table border="1"> <thead> <tr> <th>Activities</th> <th>Overnighted in Butte</th> <th>Activities</th> <th>Drove Through Butte</th> <th>Activities</th> <th>State of MT</th> </tr> </thead> <tbody> <tr> <td>Scenic Driving</td> <td>59%</td> <td>Scenic Driving</td> <td>59%</td> <td>Scenic Driving</td> <td>55%</td> </tr> <tr> <td>Visiting Other Historical Sites</td> <td>24%</td> <td>Day Hiking</td> <td>45%</td> <td>Day Hiking</td> <td>39%</td> </tr> <tr> <td>Day Hiking</td> <td>46%</td> <td>Nature Photography</td> <td>35%</td> <td>Wildlife Watching</td> <td>34%</td> </tr> <tr> <td>Nature Photography</td> <td>33%</td> <td>Wildlife Viewing</td> <td>37%</td> <td>Nature Photography</td> <td>31%</td> </tr> <tr> <td>Camping</td> <td>24%</td> <td>Camping</td> <td>33%</td> <td>Recreational Shopping</td> <td>26%</td> </tr> <tr> <td>Wildlife Viewing</td> <td>32%</td> <td>Historical Sites</td> <td>19%</td> <td>Camping</td> <td>26%</td> </tr> <tr> <td>Recreational Shopping</td> <td>23%</td> <td>Recreational Shopping</td> <td>25%</td> <td>Historical Sites</td> <td>16%</td> </tr> <tr> <td>Visiting Museums</td> <td>19%</td> <td>Breweries</td> <td>18%</td> <td>Breweries</td> <td>18%</td> </tr> <tr> <td>Visiting Lewis & Clark Site</td> <td>13%</td> <td>Visiting Museums</td> <td>14%</td> <td>Visited Museums</td> <td>12%</td> </tr> <tr> <td>Art Exhibits</td> <td>5%</td> <td>Visiting Lewis & Clark Sites</td> <td>11%</td> <td>Visited Lewis & Clark Sites</td> <td>10%</td> </tr> </tbody> </table>	Activities	Overnighted in Butte	Activities	Drove Through Butte	Activities	State of MT	Scenic Driving	59%	Scenic Driving	59%	Scenic Driving	55%	Visiting Other Historical Sites	24%	Day Hiking	45%	Day Hiking	39%	Day Hiking	46%	Nature Photography	35%	Wildlife Watching	34%	Nature Photography	33%	Wildlife Viewing	37%	Nature Photography	31%	Camping	24%	Camping	33%	Recreational Shopping	26%	Wildlife Viewing	32%	Historical Sites	19%	Camping	26%	Recreational Shopping	23%	Recreational Shopping	25%	Historical Sites	16%	Visiting Museums	19%	Breweries	18%	Breweries	18%	Visiting Lewis & Clark Site	13%	Visiting Museums	14%	Visited Museums	12%	Art Exhibits	5%	Visiting Lewis & Clark Sites	11%	Visited Lewis & Clark Sites	10%	Photos and stories would be a part of the social media and online/digital campaigns, thus analytics would be utilized to gauge success.	Having seen what Rick and his students are able to get regarding amazing outdoor landscape shots, this project would give Butte the needed content while providing the students with a region deep in history. The project in the Beaverhead was not expensive and if money allows, SWMT would assist in working with Butte in covering the expenses.	\$3,000.00		
Activities	Overnighted in Butte	Activities	Drove Through Butte	Activities	State of MT																																																																					
Scenic Driving	59%	Scenic Driving	59%	Scenic Driving	55%																																																																					
Visiting Other Historical Sites	24%	Day Hiking	45%	Day Hiking	39%																																																																					
Day Hiking	46%	Nature Photography	35%	Wildlife Watching	34%																																																																					
Nature Photography	33%	Wildlife Viewing	37%	Nature Photography	31%																																																																					
Camping	24%	Camping	33%	Recreational Shopping	26%																																																																					
Wildlife Viewing	32%	Historical Sites	19%	Camping	26%																																																																					
Recreational Shopping	23%	Recreational Shopping	25%	Historical Sites	16%																																																																					
Visiting Museums	19%	Breweries	18%	Breweries	18%																																																																					
Visiting Lewis & Clark Site	13%	Visiting Museums	14%	Visited Museums	12%																																																																					
Art Exhibits	5%	Visiting Lewis & Clark Sites	11%	Visited Lewis & Clark Sites	10%																																																																					

			<table border="1"> <tr> <td>Breweries</td> <td>13%</td> <td>Farmers Markets</td> <td>8%</td> <td>Fishing</td> <td>10%</td> </tr> <tr> <td>Festivals & Events</td> <td>8%</td> <td>Visiting Indian Reservations</td> <td>7%</td> <td>Festivals</td> <td>8%</td> </tr> <tr> <td>Visiting Indian Reservations</td> <td>11%</td> <td>Fishing</td> <td>10%</td> <td>Farmers Markets</td> <td>8%</td> </tr> <tr> <td>Farmer's Markets</td> <td>10%</td> <td>Festivals & Events</td> <td>8%</td> <td>Indian Reservations</td> <td>6%</td> </tr> </table>	Breweries	13%	Farmers Markets	8%	Fishing	10%	Festivals & Events	8%	Visiting Indian Reservations	7%	Festivals	8%	Visiting Indian Reservations	11%	Fishing	10%	Farmers Markets	8%	Farmer's Markets	10%	Festivals & Events	8%	Indian Reservations	6%					
Breweries	13%	Farmers Markets	8%	Fishing	10%																											
Festivals & Events	8%	Visiting Indian Reservations	7%	Festivals	8%																											
Visiting Indian Reservations	11%	Fishing	10%	Farmers Markets	8%																											
Farmer's Markets	10%	Festivals & Events	8%	Indian Reservations	6%																											
Consumer	Opportunity Marketing	<p>This method of marketing is a place holder for opportunities presenting itself to the Butte CVB whereby we can participate. This allows the CVB part participate in a project(s) brought forward after the marketing plan is approved. Ideally this money would be spent on a cooperative project promoting tourism for our area.</p> <p>Also, should additional monies be needed to another already approved this would provide amount of money in which to transfer over</p>	<p>I can provide an example of a project recently we are promoting where we were able to take monies and put toward the film industry utilizing rollover funds and submitting an Opportunity Project Application to the TAC for approval.</p>	<p>Depending on the project, this would be a part of any Opportunity Template submitted to the TAC for approval.</p>	<p>There are times when projects come forward which Butte would like to participate, this fund provides a way to consider a project with approval of the TAC.</p>	\$1,354.00																										
Consumer	Photo/Video Library	<p>Butte needs to produce some photos/video of the community and area to be used on social media and on the online/digital campaign. This will be used to highlight Butte's unique offerings. There are some photos and video available however there may be some parameters attached where the content can be used. The Butte CVB would like to have their own library of content.</p>	<p>Please see the attachment from the Digital Marketing Institute. It was giving me errors to copy into this section.</p>	<p>Social media engagement and webstats from the online/digital campaigns</p>	<p>With social media and online/digital campaigns and the ever changing way promotion is shown, it is important Butte stays current with new content. The Butte CVB has never put money toward a project of this type. A library to be used would be timesaving and beneficial for all aspects of promotion.</p>	\$12,000.00			Digital Marketing Institute Butte CVB FY2021.docx																							
		<p>Butte will use traditional television advertng in Montana markets and Over-The-Top</p>	<p>This method was recently used during the Montana Aware Campaign with positive results.</p> <p>DMA's Missoula, Bozeman-Butte – 62,499 had an overall impression goal.</p> <p><u>Missoula Streaming</u> - 62,504 impressions served, .95% CTR, 93.07% view completion rate and 276 clicks.</p> <p>Top 10 Publishers with 50,231 impressions served of 62,504.</p> <p>Pluto.tv – 29,263</p> <p>Centurylink.net – 8,126</p> <p>Trontv.com – 5,252</p>	<p>This method will</p>																												

Consumer	Radio & Television Advertising	<p>(OTT) platforms. Ads will be produced from the local television station as well as integrating footage the CVB owns from several video shoots last summer encouraging visitation with appropriate Montana Aware information, particularly "know before you go" as local mandates may vary from points of origination. The OTT platform refers to the streaming services now used on Smart TV's, inserted sticks, OTT box, or some gaming devices to place ads targeting specific locations/demographics/interest. OTT ad placement will be coordinated with VisaVue reports, local information gathered from the Butte VIC, World Museum of Mining, Berkeley Pit and hoteliers.</p>	<p>Dailymail.co.uk – 1,597 Content.overwolf.com- 1,299 Bozemandailychronicle.com – 1,245 Future Today Inc. – 1,210 Wurl – 1,171 Pch.com – 565 Amagi - 503 <u>Bozeman-Butte Streaming</u> - 62,503 impressions served, 2.03% CTR, 91.86% view completion rate & 581 clicks. <u>Top 10 Publishers with 48,554 impressions of 62,503</u> Plutotv – 24,460 Bozemandailychronicle.com- +,405 Trontv.com – 4,035 Future Today Inc – 2,544 Centurylink.net – 2,195 Wurl – 1,505 Content.overwolf.com – 1,432 Dailymail.co.uk - 1,373 Sendtonews.com – 1,023 PursuitUp - 582</p>	<p>again give us analytics on the campaign as it did for the Montana Aware campaign. With this campaign we expect to see mid-90% viewed completion rates and .98% - 2.5% CTR, depending on market and impressions served. We will be running a combination of :30 and :15 second ads.</p>		\$20,000.00		
Events	Multi-Media Marketing	<p>In the past Butte successfully promoted itself as a "festival city". However, in 2020 these festivals will not take place in the summer season. Monies will be needed as these events work to restart the promotion needed to bring people back to our area. The Butte CVB feels it is important to assist in the promotional efforts of these events. Those who attend these festivals have a higher propensity to spend more money, not asking for hotel discounts.</p> <p>With all the festivals obtaining Butte CVB funding it is clear the monies are to be used only for promotion of the events targeting the non-resident visitor, thus any advertising has to be outside of Montana.</p> <p>Butte, as well as much of Southwest Montana is aware of the success of the Montana Folk Festival. The Montana Folk Festival continues to drive occupancy and rate over the festival weekend.</p>	<p>In 2019 the Montana Folk Festival broke records with attendance. The first statistics came from beer sales, which has been a way to measure success although not one openly used. Given the 2020 Montana Folk Festival, An Ri Ra and Freedom Festivals have been cancelled our lodging partners have seen a subsequent number of guest room cancellations.</p>	<p>The Butte CVB encourages events to utilize the Survey in a Box by the ITRR as a way to gauge the success and expenditures of an event. Otherwise another way to gauge revenue is to encourage hoteliers to keep a tally.</p> <p>Website analytics can show interest in events when pertinent information is</p>	<p>Having the reputation of having many events family-oriented events in our community it is a wonderful way to bring out of town visitors to our city and region. The only events funded are those with a plan to utilize marketing dollars to outside of the state, thus increasing hotel occupancy and expenditures in dining, retail and gas/oil consumption. The Montana Folk Festival has been the premier event, with some money awarded to the Gaelic festival, An Ri Ra. The Butte CVB would like to see other events come forward with a request for</p>	\$15,000.00		

		<p>Mainstreet Uptown puts together a "Survey in a Box" for summer visitors to complete. Also, they fund a survey specific to the Montana Folk Festival. The lodging industry itself keeps records of occupancy and ADR for each event with year to year comparisons.</p> <p>Other festivals/events bringing people the area include; St. Patrick's Day, Freedom Festival, Serbian Festival, An Ri Ra, Butte 100 and SNOflinga.</p>		posted.	<p>funding, especially those in the shoulder or off season.</p> <p>CVB dollars for festival promotion are distributed no more than 60 days prior to an event. This helps to ensure the event is continuing along a path where cancellation is not imminent.</p>			
Film	Fam Trips	<p>Butte has built a film and location database of its offerings, to be easily accessed by those in the film industry. This database lives on the visitbutte.com website, which is a redirect from the butteelevated.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</p>	<p>Prior to COVID-19 Butte was seeing a minimum of 1 quality inquiry per week. We have maintained a relationship with the projects that wer slated to begin this sprint/early summer. From all accounts it appears these projects are still going to move forward, once the 14-day quarantine is lifted.</p>	<p>Success will be calculated on what projects land in this area. in January 2020 Butte had renowned photographer David Yarrow here doing a photo shoot with models and animals. David's photos sell for 6 figures.</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 had 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 closely knit population with the knack of finding the needed unusual and eclectic 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</p>	\$7,000.00		

		accommodations/meals during a site visit to Butte.			apartments and condos for those working on movie and film projects. "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."			
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>Constant Contact is used as a way to send information to those requesting via Yellowstone Journal and in-house received requests for information.</p> <p>Tempest Tech still hosts the email _____@buttecvb.com the fee associated with this service is \$150/year.</p> <p>The 800# printed for toll free calling is paid for by through CVB funds</p>	Postage expenditures have decreased for those wanting information sent. A significant amount is spent when sending Visitor Guides and maps to other Chambers/VICs. The 800# bill has remained relatively the same over the past few years.	With postage logging we track where information is sent. Constant Contact has data to review. The 800# bill is not broken out by where someone is calling.	These various forms of fulfillment give Butte a way of supplying information to potential visitors. Postage is logged. Contant Contact provides statistics.	\$2,010.00		
					This portion of the budget is a co-op between the CVB and the TBID. One person holds the positions of Executive Director of the CVB and is also the Executive Secretary for the Butte - Silver Bow Tourism Business Improvement District. The CVB contributes 20% of the budget toward the administrative needs			

Marketing Support	Administration	<p>This portion of the budget is a co-op between the CVB and the TBID. One person holds the positions of Executive Director of the CVB and is also the Executive Secretary for the Butte - Silver Bow Tourism Business Improvement District. The CVB contributes 20% of the budget toward the administrative needs to include salary, with the remaining administration funding coming from the TBID in the amount of \$45,000.</p>	<p>The CVB funds a variety of projects, to carry out the marketing plan, there needs to be a dedicated individual(s) to do so.</p>	<p>Success will be measured through the number projects completed in the course of the fiscal year.</p>	<p>to include salary, with the remaining administration funding coming from the TBID in the amount of \$45,000.</p> <p>The Executive Director of the CVB works with a board of directors to carry out the projects funded by bed tax dollars as decided through the Marketing Plan submitted to the TAC.</p> <p>The Administrative line items also allows for additional expenditures needed in the form of office items and operations for office.</p> <p>The salary for the Executive Director for the CVB/TBID is funded with both CVB and TBID dollars. No monies or benefits are paid from the Chamber of Commerce for the position.</p> <p>Rent monthly fee of \$500 x 12 months: \$6,000*</p> <p>Utilities (water, power) at a monthly fee of \$100 x 12 months: \$1,200*</p> <p>Cable at a monthly fee of \$50 x 12 months: \$600*</p> <p>Office supplies: \$1,500*</p> <p>Salary for the CVB based on part-time position including employers withholding: \$24 x 1080 + 10% = \$27,456</p> <p>TOTAL: \$36,756</p> <p>*Estimation</p> <p>The Chamber of Commerce in Butte does not charge for office space, utilities, internet or most office supplies, a savings of \$9,300 annually</p>	<p>\$15,048.00</p>		
-------------------	----------------	---	--	---	--	--------------------	--	--

					Given the CVB/TBID director is a salaried position funded only through CVB/TBID funds at an annual salary of \$50,000/annually, before benefits, this is a significant savings. Given only 20% of CVB funds can be used for administration this amount would not be able to cover the rent, utilities, and salary for a part-time person.																																																																											
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 Sept 30 the VIC will be open 8am-6pm, Monday - Saturday, and 9am-4pm on Sunday. During this time frame we need to have more than one person to assist our visitors. The Butte VIC is easily seen from the interstate and easily accessible off of the highway from the Montana Street Exit.</p>	<p>Sources During Trip from ITRR All Quarters 2019 – Overnighted in Butte</p> <table border="1"> <thead> <tr> <th>Most Useful</th> <th>Description</th> <th>All Used</th> </tr> </thead> <tbody> <tr> <td>28%</td> <td>Map Apps i.e., GoogleMaps</td> <td>53%</td> </tr> <tr> <td>21%</td> <td>Search Engine</td> <td>47%</td> </tr> <tr> <td>15%</td> <td>No Sources Used</td> <td>19%</td> </tr> <tr> <td>4%</td> <td>Info from Friend/Relative in MT</td> <td>10%</td> </tr> <tr> <td>9%</td> <td>National Park brochure/book/website</td> <td>23%</td> </tr> <tr> <td>1%</td> <td>VIC</td> <td>16%</td> </tr> <tr> <td>2%</td> <td>Mobile App</td> <td>13%</td> </tr> </tbody> </table> <p>Sources During Trip from ITRR All Quarters 2019 – Drove Through Butte</p> <table border="1"> <thead> <tr> <th>Most Useful</th> <th>Description</th> <th>All Used</th> </tr> </thead> <tbody> <tr> <td>29%</td> <td>Map Apps i.e., GoogleMaps</td> <td>56%</td> </tr> <tr> <td>19%</td> <td>Search Engine</td> <td>43%</td> </tr> <tr> <td>11%</td> <td>No Sources Used</td> <td>15%</td> </tr> <tr> <td>49</td> <td>Info from Friend/Relative in MT</td> <td>18%</td> </tr> <tr> <td>9%</td> <td>National Park brochure/book/website</td> <td>27%</td> </tr> <tr> <td>3%</td> <td>VIC</td> <td>17%</td> </tr> <tr> <td>2%</td> <td>Mobile App</td> <td>12%</td> </tr> </tbody> </table> <p>Sources During Trip from ITRR All Quarters 2019 – All Montana</p> <table border="1"> <thead> <tr> <th>Most Useful</th> <th>Description</th> <th>All Used</th> </tr> </thead> <tbody> <tr> <td>28%</td> <td>Map Apps i.e., GoogleMaps</td> <td>48%</td> </tr> <tr> <td>17%</td> <td>Search Engine</td> <td>39%</td> </tr> <tr> <td>15%</td> <td>No Sources Used</td> <td>22%</td> </tr> <tr> <td>9%</td> <td>Info from Friend/Relative in MT</td> <td>16%</td> </tr> <tr> <td>7%</td> <td>National Park brochure/book/website</td> <td>22%</td> </tr> <tr> <td>3%</td> <td>VIC</td> <td>14%</td> </tr> <tr> <td>3%</td> <td>Mobile App</td> <td>12%</td> </tr> </tbody> </table>	Most Useful	Description	All Used	28%	Map Apps i.e., GoogleMaps	53%	21%	Search Engine	47%	15%	No Sources Used	19%	4%	Info from Friend/Relative in MT	10%	9%	National Park brochure/book/website	23%	1%	VIC	16%	2%	Mobile App	13%	Most Useful	Description	All Used	29%	Map Apps i.e., GoogleMaps	56%	19%	Search Engine	43%	11%	No Sources Used	15%	49	Info from Friend/Relative in MT	18%	9%	National Park brochure/book/website	27%	3%	VIC	17%	2%	Mobile App	12%	Most Useful	Description	All Used	28%	Map Apps i.e., GoogleMaps	48%	17%	Search Engine	39%	15%	No Sources Used	22%	9%	Info from Friend/Relative in MT	16%	7%	National Park brochure/book/website	22%	3%	VIC	14%	3%	Mobile App	12%	<p>Success in funding the VIC can be measured by:</p> <ul style="list-style-type: none"> Number of a signing the guest book year over year Visitor Interactions where we know we are keeping visitors in our community longer ITRR reports on how visitors use VIC's to either assist in planning or during their trip Number of visitor guides being sent out either in bulk to other VIC's and by individual request Success of our VIC can be attributed in part to: any increases in TBID collection numbers, ITRR statistics on helpfulness and use of VIC staffing, increases in visitors signing the buest book. 	<p>We see a need to have the VIC open 7 days a week with extended hours, as there is a steady stream of visitors stopping in with inquiries. It is imperative the VIC is open to keep visitors in our area longer by answering questions, recommending things to do, having information available. Given the location of Butte on Interstates of 15 & 90 and the amount of visitors driving by.</p>	\$16,000.00		
Most Useful	Description	All Used																																																																														
28%	Map Apps i.e., GoogleMaps	53%																																																																														
21%	Search Engine	47%																																																																														
15%	No Sources Used	19%																																																																														
4%	Info from Friend/Relative in MT	10%																																																																														
9%	National Park brochure/book/website	23%																																																																														
1%	VIC	16%																																																																														
2%	Mobile App	13%																																																																														
Most Useful	Description	All Used																																																																														
29%	Map Apps i.e., GoogleMaps	56%																																																																														
19%	Search Engine	43%																																																																														
11%	No Sources Used	15%																																																																														
49	Info from Friend/Relative in MT	18%																																																																														
9%	National Park brochure/book/website	27%																																																																														
3%	VIC	17%																																																																														
2%	Mobile App	12%																																																																														
Most Useful	Description	All Used																																																																														
28%	Map Apps i.e., GoogleMaps	48%																																																																														
17%	Search Engine	39%																																																																														
15%	No Sources Used	22%																																																																														
9%	Info from Friend/Relative in MT	16%																																																																														
7%	National Park brochure/book/website	22%																																																																														
3%	VIC	14%																																																																														
3%	Mobile App	12%																																																																														

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>Gathering all partners together has been a way to share ideas and obtain information on new programs available through MTOBD. This is where information on VisaVue, Airdna was gained. Also campaign ideas are shared between CVB's, Region's and MTOBD.</p>	<p>Success for attendance at TAC and the Governor's Conference can be determined by the educational value of presenters, information on state and national parks, new research projects through the ITRR, ideas shared from other CVB's and Regions. Success can be also determined through the actual meeting attendance and reports back to the Butte CVB</p>	<p>It is helpful to see what all regions and CVB's are doing to promote their areas so there is consistency among the entire group. Idea sharing and networking to assist a smaller CVB such as Butte with ideas and resources.</p>	\$1,200.00		
Publicity	Marketing/Publicity Personnel	<p>Assistance is needed to stay current and relevant to attract and keep potential and current lovers of our area up to date on the offerings in and around Butte. To accomplish this goal a new position will be added. Below is a brief overview of the duties.</p> <p>Part-time position (16 hours/week) to assist in the promotion of Butte-Silver Bow for tourism purposes. This ideally would be a paid intern position with a student in the business department at MT Tech.</p> <p>Primary duties:</p> <ul style="list-style-type: none"> • Producing inspirational posts on social media with cross posting on Facebook, Twitter, and Instagram – at a minimum there should be 4 posts per week. • Monitor social media posting with short reports given weekly • Timely posting on social media platforms with current events in the Butte community, showcasing a sense a place of the offerings in our area • Monitor and update the website www.visitbutte.com. • Gather current information on 	<p>Please review to ITRR data provided for statistics on how visitors gather information for trip planning and sources used during the trip.</p>	<p>Website analytics and social media engagement.</p>	<p>With this ever-changing world accurate information in all outlet's individuals utilize is imperative. Butte needs to have up-to-date postings to share with our visitors and residents alike. By providing current and relevant information, people will trust our community, knowing we are a resource with accurate information</p>	\$10,000.00		

		attractions, lodging, restaurants, and events.						
Publicity	Fam Trips	There are times when individuals or small groups come into the area who have the ability to influence visitors. It is important there is a fund of money to cover some of their expenditures, such as a guest room or meal(s).	One group of influencers Butte hosted in 2019 was "2 Traveling Dads" They left us with some great stories and photos we are able to use. Butte would like more of this type of coverage	Shared stories and photos	Many times when a writer or blogger comes to town Butte has relied on the hospitality of local hotels and restaurants for complimentary rooms and meals. In light of COVID-19 it will be difficult to ask for free items, so a fund to host is important.	\$1,000.00		
Research	Joint Ventures	<p>VISAVUE</p> <p>Butte participated in this Joint Venture last year and the data is astonishing. These reports can assist in drilling into areas where we currently get visitors, feeding them information pertinent to their past needs. These reports also give a great way to monitor the success of campaigns and website analytics.</p> <p>AIRDNA</p> <p>Butte does not have a handle on how many of this new type of lodging is available in our market. Some reports have shown Airbnb's can be as much as another hotel with about 75+ rooms available. It would be helpful to know the impact of this market on our community, as they hopefully pay into the bed tax, but not into our TBID.</p>	As an example and for ease of access for those reading this plan I am adding another report from VisaVue to show how valuable and indepth the information is for the Butte area. Having 2018 annual data, quarterly 2019 data and then 2020 data to compare and utilize post COVID-19 will be beneficial as future marketing efforts ramp up. Please refer to the attachment below.	<p>Success will be determined in the numbers in expenditures for VisaVue as Butte determines what areas are safest to promote our offerings. An example is that Butte in the past has seen a significant number of visitors from Boise, ID. At this point, Boise will not be strongly targeted with their number of COVID-19 cases, will Butte see a decrease from Boise, but an increase in the eastern Idaho counties targeted with fewer COVID-19 cases.</p> <p>AIRDNA, if used, will be helpful when the film industry starts up again as many of</p>	<p>VISAVUE</p> <p>Butte participated with MTOBD in a joint venture obtaining Visa expenditures in zip codes in and around the Butte area last year. These quarterly reports are extremely helpful with data on detailed expenditures i.e., sporting goods versus lodging and supermarkets versus pharmacies. The reports show expenditures broken out by:</p> <ul style="list-style-type: none"> • Monthly • Quarterly • State Totals • Cities with Large Expenditures, allowing for a way to look at an area around cities • Expenditures by catagory <p>These type of reports are helpful in knowing where visitors come from and how they spend their money in our area, so we can best market to them and then analyze the results.</p>	\$7,260.00		<p>VisaVue 2019 Q4 Domestic.xls</p>

				these individuals utilize this type of lodging. This will give Butte a great idea of what is available and monitor the bookings.	AIRDNA Butte does not have a handle on how many of this new type of lodging is available in our market. Some reports have shown Airbnb's can be as much as another hotel with about 75+ rooms available. It would be helpful to know the impact of this market on our community, as they hopefully pay into the bed tax, but not into our TBID.			
						\$280,044.00		

Marketing Method Evaluation Attachments

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

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded budget	Non bed tax funded budget (optional)
Consumer	Printed Material	\$11,500.00	\$0.00
Consumer	Travel Guide	\$10,000.00	\$0.00
Consumer	Print Advertising	\$21,500.00	\$0.00
Consumer	Online/Digital Advertising	\$105,442.00	\$0.00
Consumer	Travel/Trade Shows	\$16,230.00	\$0.00
Consumer	Billboards/Out-of-Home	\$4,500.00	\$0.00

Consumer	Joint Ventures	\$3,000.00	\$0.00
Consumer	Opportunity Marketing	\$1,354.00	\$0.00
Consumer	Photo/Video Library	\$12,000.00	\$0.00
Consumer	Radio & Television Advertising	\$20,000.00	\$0.00
		\$205,526.00	\$0.00
Events	Multi-Media Marketing	\$15,000.00	\$0.00
		\$15,000.00	\$0.00
Film	Fam Trips	\$7,000.00	\$0.00
		\$7,000.00	\$0.00
Marketing Support	Fulfillment/Telemarketing/Call Center	\$2,010.00	\$0.00
Marketing Support	Administration	\$15,048.00	\$0.00
Marketing Support	VIC Funding/Staffing/Signage	\$16,000.00	\$0.00
Marketing Support	TAC/Governor's Conference meetings	\$1,200.00	\$0.00
		\$34,258.00	\$0.00
Publicity	Marketing/Publicity Personnel	\$10,000.00	\$0.00
Publicity	Marketing/Publicity Personnel	\$1,000.00	\$0.00
		\$11,000.00	\$0.00
Research	Joint Ventures	\$7,260.00	\$0.00
		\$7,260.00	\$0.00
		\$280,044.00	\$0.00

Miscellaneous Attachments

Description	File Name	File Size
Pie Chart	Butte CVB Pie Chart FY2021.xlsx	19 KB
Butte Pie Chart	Butte CVB Pie Chart Market Segments FY21.xlsx	17 KB

Reg/CVB Required Documents

Description	File Name	File Size
Jocelyn and I will forward actually signed documents at a later date.	Butte CVB FY2021 Required Documents.doc	61 KB

