



Grant Details

108656 - FY22 Region/CVB Marketing Plan

114140 - FY Butte CVB Marketing Plan

DOC Office of Tourism

Grant Title: FY Butte CVB Marketing Plan
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Grant Status: Underway
Comments:
Applicant Organization: Butte Silver Bow Convention and Visitors Bureau
Grantee Contact: Maria Pochervina
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Program Area: DOC Office of Tourism
Amounts:
Contract Dates:
Project Dates:
Grant Administrator: Barb Sanem
Contract Number: 22-51-014
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Contract Sent	06/30/2021	07/01/2021	Contract Received	06/30/2022	Contract Executed
Proposal Date		Project Start		Project End	

Contract Sent Contract Received Contract Executed Contract Legal

Project Dates 07/01/2021
06/30/2022

Project Start Project End

Comments
Amendment Comments

Community & Brand Support

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

Butte America "The Richest Hill on Earth" where minerals are mined, history is preserved, friendships are made, recreation is abundant, and tourism matters!!

Strengths:

- Located at the intersection of interstates 15 and 90, we are the crossroads of Montana.
- 2.5 hours from the West Gate of Yellowstone National Park and 5 hours from Glacier National Park.
- Proximity to some of Montana's larger cities; 65 miles from Helena, 85 miles to Bozeman, 120 to Missoula, or as we like to say, we are in the middle of the 3 cities, with travel on interstate. In addition, Butte to Great Falls is 155 miles.
- Butte offers 19 designated visitor experiences, not including the Dumas & Myra Brothels, as they are included in available tours.
 - Butte Trolley Tours & Visitor Information Center
 - Berkeley Pit Viewing Stand
 - Butte Archives
 - Butte Mule Tours
 - Clark Chateau
 - Copper King Mansion
 - Granite Mountain Mine Memorial
 - Holy Trinity Serbian Church
 - Mai Wah Society
 - Mineral Museum
 - Mother Lode Theatre

- o Old Butte Historical Adventures
- o Our Lady of the Rockies
- o Piccadilly Museum of Transportation
- o Science Mine
- o Silver Bow Drive In
- o Stodden Park Complex with Spirit of Columbia Gardens Carousel, Destination Playground and Ridge Waters Water Park.
- o Spooks & Spirits Tours
- o World Museum of Mining
 - Most attractions will open with prior notice for an “off season” tour.
 - Variety of delectable restaurants, 2 being featured in the creator of *Diners, Drive-Ins and Dives*, David Page’s new book, *Food Americana* will be released in May 2021. David included the Pekin Noodle Parlor and Casagrande’s
 - Minutes from hiking, biking, camping, fishing, hunting, and OHV trails.
 - Within 30 miles of city-center Butte is home to 13 trailheads to the Continental Divide National Scenic Trail.
 - In 2020, Butte signed the Consent Decree for past mining cleanup, and removing the community from being listed as a Superfund site. This decree gives Butte 120 acres of connected greenways, natural park spaces with wetland wildlife habitat, urban walking trails, and play areas.
 - Butte is home to Thompson Park, the only municipal park located on National Forest Service lands, available year-round for non-motorized recreation.
 - Entertainment Committee organized to assist entities utilizing Butte and the surrounding area assets for film/entertainment industry projects.
 - Advantage Butte is a group of businesspeople, athletic directors from Butte high schools, MT Tech, sport arenas and organizations. This group works together to attract and book sporting events into the Butte market.
 - Economic development entities meet every other week to discuss new businesses, zoning changes, needs and wants as Butte works to bring more jobs to community. This group consists of the Butte-Silver Bow Chief Executive entities, Butte Local Development Corporation, Chamber of Commerce, NorthWestern Energy, St. James Healthcare, and Montana Tech.

Challenges:

- Our cityscape depicts mining.
- Blighted areas
- We are not a destination.
- Interstate junction and proximity to larger communities allows for traffic to drive by.
- Limited air service with 13 flights per week using 50 passenger regional jets via Skywest the Delta Connection to SLC.
- Superfund designation

Opportunities:

- Film industry projects
- Our Lady of the Rockies has been granted permission to cross the I-15 interstate with a tram to take visitors to the statue site atop the East Ridge.
- Educate visitors on clean up from past industrial remnants.
- Purchases of many buildings in Uptown Butte with plans to transform them into condos/apartments. This will have more people in Uptown Butte taking advantage of restaurants, bars, and retail locations.
- Praxis Training Center in the uptown will bring rural medical professionals to Butte for groundbreaking training.
- Montana Tech is a small college focused on STEM degrees.
- Highlands College (south campus) students and faculty have built parts for NASA
- 81% retention rate at north campus
- Listed in the “Top 50 Colleges That Pay Off the Most” by CNBC
- “Best Small College in Montana” by Stackler

The Brand Pillars

More spectacular, unspoiled nature than anywhere else in the lower 48.

Set against the backdrop of the East Ridge and Continental Divide, these mineral rich mountains are why Butte exists. It is in these mountains where gold, silver, zinc, and copper have been extracted to build a nation, settle a region, and make so

But literally minutes from city-center, unchanged views allow visitors to imagine they are explorers taking in the scene for the first time.

Snowcapped mountain range after mountain range after mountain range.

Clean air and blue skies by day, only stars to light the sky by night.

Clear waterways with only fish, frogs, snakes, and bugs to ripple the surface.

Roaming wildlife, owning the land like they have for centuries.

Abundance of trees, foliage, native grasses, and flowers.

Birds, bugs, and gentle breezes are the only noise to the silence of the wilderness.

Vibrant and charming small towns that serve as gateways to our natural wonders.

Location, location, location, Butte is the biggest of the small towns of Montana or the smallest of the large towns, whichever it is, Butte completes the list of visitor’s needs, shopping, restaurants, adult-beverages, breweries, live entertainment, lodgi

Breathtaking experiences by day...and relaxing hospitality at night

- Where freshwater lakes, rivers, creeks, and streams call to anglers to dip their lines.
- Where miles and miles of trails are ready for both motorized and non-motorized recreationalists are invited to explore and test their endurance and skills.
- Where wildlife grazes between the trees, in the water and along the open spaces
- Where boulders rise-up luring rock climbers to test their abilities
- Where rockhounds dig in the rich earth to uncover crystals, gemstones, and minerals.
- And

Many non-franchised locally owned restaurants offering their own food fare in locations unique to Butte:

Lydia's – a supper club where dinner only is served in several courses predominantly Italian. The restaurant is elegantly decorated with rich velvet seating arrangements and stain glass chandeliers. The walls are decorated with back lit antique sta story.

Park & Main Café – large portion breakfasts only, in a location with a daylight/partial basement access with cozy mis-matched booths and tables. Its location is in the heart of Uptown Butte.

Sparky's Garage – serving lunch and dinner, specializing in ribs and burgers. The entire restaurant is decorated in antique automotive paraphernalia.

La Casa Toscana – Only Italian fare is served for dinner with an ever-changing menu. Sonya not only owns the restaurant, but she is also the chef.

Two of our locally owned restaurants have been featured in a book being released in May 2021. The producer of the popular television series, "Diners, Drive-Ins and Dives" will be releasing his new book "*Food Americana*"

Experience great local food in establishments predominately owned and operated by Butte residents, luscious steaks, famous pork chop sandwiches, pasties, amazing burgers. Experience our Italian, Mexican, and Chinese restaurants for a taste c

Adult Beverages: Headframe Distillery and the Quarry Brewery sell what they manufacture locally. Taverns everywhere, experience a slice of Butte with her residents.

Entertainment: Whether it is a production at the Mother Lode Theatre, concert at The Depot, sporting event at the Civic Center, Maroon Activity Center, Naranche Stadium, or Montana Tech, music at many of our watering holes, there is always som

Lodging: Many of the lodging facilities are owned by Montana residents, some of our visitors may have the opportunity to visit with owners or a family member on-site. We think this gives our visitors the best in guest accommodations, as the owne satisfaction. Butte offers a large selection of lodging properties from boutique hotels, independently owned, branded properties, convention/full service and even a resort.

Describe your destination.

Inspiration - Butte will utilize the photos and videos obtained with CVB and Montana Aware Campaign dollars to have content to be shared on the promotional methods to showcase Butte's offering, directing potential visitors to the visitbutte.com w additional information.

Orientation – Advertising in the SWMT and Glacier Country Guides as well as Yellowstone Journal and map of The Parks, Butte will provide tools to entice the visitor to plan and stay longer in the area. With digital tools of geo-fencing and ability to aligning with Butte's offerings the goal will be to plan and stay longer in the Butte market.

Facilitation – The Butte VIC along with the partners in the Butte community will work together to ensure access to all of Butte's offering are easily identifiable and accessible. With the visitbutte.com website, visitor guide, SWMT guide, and tear off extend or make a trip to Butte full of adventure and relaxation.

Optional: Include attachments here

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

Primary—The primary market based on information from the ITRR for visitors overnighing in Butte is the repeat traveler:

2019-75% were repeat visitors and 79% plan to return in 2-years.

2020-85% were repeat visitors and 91% plan to return in 2-years.

National Park visitors are a significant part of visitors to the Butte market:

2019-56% of travelers visited Yellowstone and 56% visited Glacier

2020-60% of travelers visited Yellowstone and 47% visited Glacier

Demographics – Definitely Baby Boomers traveling as couples, increases are being seen in the GenXer's.

Taken the age demographics from the ITRR Interactive Data of the non-resident overnight visitor to Butte in 2016 and 2020 the following is information is available:

Year	35-44	45-54	55-64	64-75	Average Age
2016	11%	19%	41%	35%	58
2017	8%	12%	30%	47%	57
2018	7%	15%	38%	38%	60
2019	16%	22%	32%	36%	58
2020	19%	14%	19%	54%	62

Primarily Baby Boomers

Increase in Gen Xers

Activities enjoyed are shown below. While scenic driving is still dominant, a movement to being outdoors to hike, wildlife watch and photography are showing increases.

Activity	2016	2017	2018	2019	2020*
Scenic Driving	63%	65%	65%	61%	43%
Day Hiking	39%	31%	31%	49%	37%
Wildlife Watching	38%	29%	24%	41%	15%
Nature Photography	25%	29%	30%	38%	24%
Camping	33%	25%	30%	34%	51%
Visiting Historical Sites	34%	33%	32%	21%	9%
Local Breweries	12%	16%	14%	18%	6%
Museums	17%	23%	21%	16%	9%

*2020 skews the data, but is shown here as it was available and still relevant.

While “visiting historical sites and museums” are not seeing growth or increases, these activities are still important to the Butte community. With interactive ways to take in Butte’s history such as the Trolley Tours, Old Butte Historical Adventures an comes alive for the visitor.

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<https://www.museumnext.com/article/why-we-need-museums-now-more-than-ever/>

Secondary Markets:

Butte was actively working the *international market* with participation in RMI and IPW before C19. This will continue once it is deemed safe for travels to enter the US by working with our partnership “The Great American West”. Although it unusua Butte will again be at the Calgary Outdoor Show to visit with our friends to the north when they are ready to travel south.

Psychographic traveler Butte will focus on are outdoor recreationalists, scenic drivers, National Park travelers and those with an interest in unique locations such as Butte.

b. What are your emerging markets?

Emerging Markets:

Film/Entertainment Industry has increased significantly in later part of 2020 and beginning of 2021. This is all businesses in Butte can benefit from, lodging, restaurants, retail, rental companies, our museums, and attractions. This is a market the E continue to pursue, especially as there are projects needing locations year-round.

The paranormal market was seeing a steady interest prior to 2020. Butte is prime with stories and ghosts to market to visitors looking to either be scared or investigate those who remain behind. The best part of this market is the fall shoulder seas tours/events.

Travel Influencers are of interest to both Butte and SWMT. Working with MOTBD and combining resources this market will be pursued, targeting those individuals will large followings.

Optional: Include attachments here.

c. What research supports your target marketing?

Geographic Traveler focus will be on the states of: From the ITRR and data collected at the VIC: WA, UT, CA, ID, MN, AZ, OR, WY and of course Alberta Canada, when the border opens.

From VisaVue 2019 breaks down expenditures by major communities. This is just a glimpse at some of the data from VisaVue in teh simplest format. A deeper dive goes into expenditures to show: gas/oil, retail, medical, fast food, lodging, auto re

Q1	Q2	Q3	Q4
Missoula	Missoula	Seattle-Tacoma-Bremerton	Missoula
Billings	Billings	Missoula	Billings
Great Falls	Seattle-Tacoma-Bremerton	Billings	Seattle-Tacoma-Bremerton
Seattle-Tacoma Bremerton	Phoenix-Mesa	SLC-Ogden	Great Falls

SLC-Ogden	Great Falls	LA-Riverton	Spokane
Spokane	SLC-Ogden	Phoenix-Mesa	SLC-Ogden
Denver-Greeley-Boulder	Spokane	Spokane	Phoenix-Mesa
Phoenix-Mesa	LA-Riverton	Portland-Salem	LA-Riverton
LA-Riverside	Denver-Greeley-Boulder	Great Falls	Denver-Greeley-Boulder
Portland-Salem	Portland-Salem	Denver-Greeley-Boulder	Boise

Butte will continue to rely on the ITRR, VisaVue, information gathered at the Butte VIC, Berkeley Pit Viewing Stand, World Museum of Mining, and www.marketmt.com.

With regard to information from the World Museum of Mining and the Berkeley Pit Viewing Stand is merely talked about to see if a discrepancy is apparent.

Butte will work to continue to attract visitors who are of low-impact high-value travelers enticing them to stay longer in Butte, SWMT or the state in general. Knowing there are markets where Butte has an attractiveness, we will work the film/entertainment industry, outdoor recreationalists, paranormal interested parties, the international market and those with an eye for museums and history.

These goals will be accomplished through the following means:

- Utilizing video and stills to inspire, orientate, and facilitate a visit to Butte, SWMT and Montana through targeted online/digital/social platforms. Included as well is some print advertising in publications of larger organizations where a digital version and physical guides are readily accessible.
- Having great outdoor information available for hiking, biking, OHV, fishing, golfing both online and in printed form.
- Staffing the Butte VIC during the warm season to ensure visitors are aware of the offerings in the Butte market and region.
- Send Butte information to other VIC/Chambers in Montana so it is available to visitors.
- Work with SWMT and MTOBD on opportunities where our dollars will be used and stretched further than on our own.
- Attend shows to attract the international market, Calgary Outdoor Show, RMI and IPW.
- Continue to increase collection of content assets of video and still photography to be used across all media platforms.
- Work with local tour entities to promote paranormal experiences, increasing hotel occupancy in the fall shoulder season particularly.
- Educate hoteliers and front line at gas stations on the amazing assets Butte offers to those looking for a meal or something to do.
- Have attraction maps and pertinent information readily available for our front line personnel, making it easy for them to share information on Butte and SWMT

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

Butte will continue to partner with SWMT and MTOBD when projects come forward meeting Butte's goals and will benefit our community. Butte is fortunate to work with MTOBD on VisaVue for research. Butte will also work with the MT Film Comm film/entertainment project utilizing the assets of Butte. Butte will partner with MTOBD, other CVB's, Regions when participating in IPW and RMI.

Optional: Include attachment here.

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

Butte would partner will partner with SWMT and MTOBD on fam trips and social influencers.

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

Butte has participated with MTOBD on tradeshow of IPW and RMI as The Great American West. Yes this was beneficial and will be continued. Also the data Butte garners from VisaVue is worth the expenditure as a Joint Venture. Without MTOBD the research as the cost would be prohibative. With regard to IPW, the heavy lift MTOBD does with the cost, booth set up, appointments and literature is well worth the small amount of dollars the Butte CVB expends.

Optional: Include attachments here.

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Marketing Segment, Method & Budget

Marketing Segment	Marketing Method	Describe your method.	Provide supporting research/statistics.	Describe the quantifiable measurements for success including Regulations requirements.	Estimated budget for method.	Marketing Method Evaluation	Ac																																										
Consumer	Radio & Television Advertising	<p>CTV and OTT will provide Butte the vehicle to market to data targeted cities showing significant spending in 2018, 2019 and 2020 using VisaVue data. Butte utilized these methods during the Montana Aware campaign with success and continued into Q1 and Q2 of 2021.</p> <p>As Butte moves forward after C19, Butte will work with local traditional broadcast media to attract resident visitors to Butte.</p> <p>Campaigns will utilize video assets showcasing Butte's outdoor recreation, dining, shopping, museums, entertainment, and lodging.</p>	<p>"CTV adoption has been increasing in recent years, but the pandemic served as a catalyst for widespread adoption during the early lockdown periods. For example, during the heavy CTV enablement period last year, older demographics in the U.S. grew their streaming usage to account for 26% of streaming minutes³ being viewed. Marketers across industries know that CTV presents a wealth of new opportunities, but it is new territory for many. Understanding that smart TVs will facilitate the delivery of measurable ads in linear TV programming is one area of opportunity for marketers. The broadening expanse of ad-supported video streaming platforms presents yet another opportunity, particularly as 47% of the video streaming distribution in the U.S. at year-end 2020 came from players other than big-name subscription-based VOD platforms⁴."</p> <p>3 August 2020 Total Audience Report</p> <p>4 Nielsen Streaming Meter data, December 2020.</p> <p>From the Montana Aware Campaign statistics for OTT/CTV advertising this method served 187,510 impressions with over 90% view rate in all three markets. The cost per click was \$3.36. In the Billings Market the CTR was 1.75%; Missoula was .95% and Butte/Bozeman was 2.03%. According to "Hubspot" in 2018 an average CTR for "Travel & Hospitality" was quoted at .47% and according to "Wordstream" for 2020 it was .49%</p>	<p>Butte will measure success utilizing Click Through Rates and Video Completion Reports.</p>	<p>\$10,000.00</p>	<p>Nielsen_Annual_Marketing_Rep</p>																																											
Consumer	Travel Guide	<p>Although the visitor guides change as new information comes forward after the guide is printed, the piece is found useful by visitors of a specific age, primarily the demographic coming to Butte as described above in the narrative. 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 recreation as well as a map of trails, fishing opportunities. Visitor guides are frequently requested by other VIC and Chamber of Commerce locations 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 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>From Destination Analyst Report April 18, 2021 this graph shows Baby Boomers are still receptive to print for travel messaging. Please refer to the attachment.</p> <p>The table below shows 2019 and 2020 data from the ITRR for non-resident visitors overnighting in Butte.</p> <table border="1" data-bbox="598 857 991 1214"> <thead> <tr> <th>Most Useful</th> <th>Description</th> <th>All Used</th> </tr> </thead> <tbody> <tr> <td colspan="3">Trip Planning Sources 2019</td> </tr> <tr> <td>6%</td> <td>Friends & Family</td> <td>14%</td> </tr> <tr> <td>1%</td> <td>Community Travel Guide</td> <td>-</td> </tr> <tr> <td colspan="3">During Trip Sources 2019</td> </tr> <tr> <td><1%</td> <td>Brochure Rack</td> <td>13%</td> </tr> <tr> <td>9%</td> <td>Friends & Family</td> <td>21%</td> </tr> <tr> <td><1%</td> <td>Community Travel Guide</td> <td>2%</td> </tr> <tr> <td>3%</td> <td>VIC Staff</td> <td>19%</td> </tr> <tr> <td colspan="3">Trip Planning Source 2020</td> </tr> <tr> <td>2%</td> <td>Friends & Family</td> <td>10%</td> </tr> <tr> <td colspan="3">During Trip Sources 2020</td> </tr> <tr> <td>3%</td> <td>Brochure Racks</td> <td>9%</td> </tr> <tr> <td>3%</td> <td>VIC Staff</td> <td>3%</td> </tr> </tbody> </table> <p>The VIC/Chamber in Butte is open 12 months of the year, with the VIC staffed from Memorial Day to Labor Day. The Butte Visitor Guide is distributed to all who are visiting the community or have an interest in returning. Also during the course of the year many local residents come to the Chamber for information on visiting relatives and friends.</p>	Most Useful	Description	All Used	Trip Planning Sources 2019			6%	Friends & Family	14%	1%	Community Travel Guide	-	During Trip Sources 2019			<1%	Brochure Rack	13%	9%	Friends & Family	21%	<1%	Community Travel Guide	2%	3%	VIC Staff	19%	Trip Planning Source 2020			2%	Friends & Family	10%	During Trip Sources 2020			3%	Brochure Racks	9%	3%	VIC Staff	3%	<p>Distribution of visitor guide to 100% of information requests, local hotels and attractions, travel show participants and other open VIC/Chamber of Commerce in Montana. Number of printed Visitor Guides will be less than previous years as need has diminished but has not been deemed unnecessary.</p> <p>Success of the Butte Visitor Guide will be gauged for requests, numbers needed at hotels and attractions in the community and need from other VIC/Chamber of Commerce locations in Montana. Monitoring the need for printed Butte Visitor Guides will be done via the ITRR surveys and Destination Analysts.</p>	<p>\$6,000.00</p>	<p>Wave-58-Channels-americans-a</p>	
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Consumer	Billboards/Out-of-Home	<p>The billboard Butte utilizes is a right-hand read, .25 miles before Exit 126 to the VIC/Chamber of Commerce off I-15 and through the junction of I-90 and I-15. The billboard is made available at an inexpensive price, the Butte CVB pays for new vinyl creation/installation and every 3 years a \$75 permit.</p>	<p>https://www.billboardinsider.com/new-study-finds-90-of-travelers-notice-ooH-advertising/</p> <p>May 21, 2019 (Las Vegas, NV) –90% of US travelers have noticed out of home (OOH) advertising in the past month, 80% noticed OOH ads in the past week.</p> <p>Nielsen conducted 999 online surveys March 27 – April 5, 2019, with a national sample of US residents age 16+. Eighty-one percent (81%) of adults surveyed have noticed a billboard in the past month, while 55 percent have noticed a digital billboard.</p> <p>Additional report highlights include:</p> <ul style="list-style-type: none"> • § 66% of smartphone users took some type of action on their device after seeing an OOH • § More than 40% searched for a brand online after seeing an OOH ad 	<p>Success of this metric will be determined through reporting from the billboard company or MDT.</p>	<p>\$2,300.00</p>																																												

			<ul style="list-style-type: none"> • § 20% of those who saw a directional OOH ad immediately visited the advertised business • § 74% who visited a business after seen a directional OOH ad made a purchase • § Adults ages 16 – 34 is the demographic most engaged with OOH advertising <p>"OOH drives consumer action in the real world," said Stephen Freitas, OAAA chief marketing officer. "Younger affluent consumers notice OOH the most, which is why the industry is seeing exceptional growth in sectors like technology and direct-to-consumer."</p> <p>https://movia.media/moving-billboard-blog/how-to-choose-an-effective-billboard-location/</p> <p>According to the Arbitron National In-Car Study, billboard advertising is found to be fully effective on drivers just passing through a given area. Here are some of the findings:</p> <ul style="list-style-type: none"> – 71% of Americans consciously view a billboard message while driving and, of that percentage, many visit the event or restaurant advertised – 37% report looking at a billboard most of the time they pass one – 58% learned about an event or restaurant they want to go to because of the billboard influence – 56% of Americans talked with others about a funny billboard they saw – 26% noted a phone number on a billboard – 28% noted a website address on a billboard 				
Consumer	Travel/Trade Shows	<p>Butte CVB will participate in travel and tradeshows matching the demographics markets already traveling to our community. Butte will work with MTOBD, other CVB's and SWMT to maximize exposure and showcase our state, region and subsequently our community offerings. Shows being considered:</p> <p>Calgary Outdoor Show: With Butte's location down I-15, we see many Canadian visitors. More so when the exchange rate is favorable. The market at this show, paid entry, is targeted to outdoor recreational opportunities. In the past Montana has had several communities/regions on the tradeshow floor, giving us the opportunity get these visitors a reason to stop rather than a drive through.</p> <p>Travel shows in Salt Lake City, only 6 hours to the south of Butte, where we already see many visitors has been beneficial for us. Show visitors have shared their thoughts of the beauty of our region. This also is a paid entry show.</p> <p>International Market Shows: This will include IPW and RMI. These shows allow us to be a part of a bigger region, the 5 states making up "The Great American West". In the past several of our lodging partners have worked with receptive operators for lodging, there is a significant growth potential with this market for Butte.</p>	<p>In 2018 the value of expos and tradeshows is still strong. In fact, 99% of exhibitors find unique value delivered by trade shows which are not provided by other marketing channels. Trade shows give exhibitors and attendees the chance to talk face-to-face, an increasingly difficult struggle in the era of video communication, emails, and text messages. Trade shows and expos lead to more conversations, more leads, and more sales than other marketing events. Because of that, we wanted to share with you some powerful stats that help you visualize the impact of your events.</p> <p>https://www.forbes.com/sites/billconerly/2021/03/01/trade-shows-will-regain-importance-after-the-covid-pandemic/?sh=3ddbaba792e Trade show participation drives sales in three ways: continued sales to existing customers, sales to new buyers dissatisfied with their current providers and buyers attracted to a new offering.</p> <p>Please refer to the attachment below.</p>	Success of travel and tradeshows vary a bit. For tradeshows as an exhibitor the number of attendees who had the opportunity to visit our booth is weighed against the number of visitor guides and printed materials disbursed. For travel shows the number of appointments and follow up is tracked for subsequent bookings.	\$10,000.00	20 Powerful Stats on the Value c	
Consumer	Photo/Video Library	Both year-round professional video and photography assets are needed to produce advertisements and have content for the various media platforms paid for through bed tax and TBID funds, promoting the tourism assets in and around the Butte area. Butte has a significant need to update and replace many photos and to obtain new video and drone footage to tell the unique story of Butte's history, adventures, and hospitality.	<p>"Research suggests that a 1-minute video is equivalent to 1.8 million written words. This can give you a fair idea of the kind of impact video can have on the viewing audience. A video can conclusively inform the audience about the brand and associated benefits in a crisp and concise manner that is seen as lacking in other content formats. Given the impact video has on the viewing audience, it is natural for video marketing to be adopted by tourism-related companies in a big way. Moreover, the pandemic situation has only accentuated the relevance of video in digital marketing initiatives." https://www.breakingtravelnews.com/focus/article/importance-of-travel-video-marketing-for-the-tourism-industry-post-cov/</p> <p>"Pictures do what words often can't – they show abstract concepts like facial expressions and emotion. They appeal to visitors' human side and allow them to make their own emotional connections to the destination. Not to mention, photos are universal. They can be understood by speakers of any language and visitors of any age." https://breakthecimedia.com/authentic-photos-in-tourism-marketing/</p>	To measure success of this method will be the number of new images (stills) and video/drone footage with the budgeted amount of dollars. When using the new content on the various platforms we will be able to see via the analytics the impact these assets have	\$10,000.00		

					had on travelers based on their engagement with the content. These assets will be provided at "no charge" to our stakeholders, we will be able gauge success through their use of the content.																					
Consumer	Print Advertising	<p>Butte will advertise in print publications to promote the community as a unique destination for outdoor and western historic visitation. The publications chosen for print media are Southwest Montana, Glacier Country, Yellowstone Journal and Certified Folder's map of Glacier and Yellowstone. Butte will continue with the full-page ad in our travel region of Southwest Montana, this guide is used to inspire and facilitate a visit to the region, strategically located between The Parks and home to ghost towns, hot springs, and western life. Advertising with banner ads on their website, Butte will continue with print in Glacier Country. To capture the Yellowstone visitor, Butte will continue advertising in Yellowstone Journal, with weekly reader responses sent to us via email. To further work with The Parks visitor, Butte will continue with the Certified Folder's map of both parks. For the international market, if available, Butte will participate in the advertising opportunities in the publications highlighting the offerings of "The Great American West". These publications showcase the region of Idaho, Wyoming, North Dakota, South Dakota, and Montana.</p>	<p>Statistics were provided for the importance of print in the method for "Printed Travel Guide" additional research is attached. Here are a couple of statistics from the attachment:</p> <p>67% of readers of official visitor guides indicate that they visited the destination after receiving the guide.</p> <p>88% of readers who were undecided indicated that the official visitor guide influenced their decision to visit.</p>	<p>Print advertising impact will be monitored with URL and call center responses from Southwest Montana, Glacier Country. Yellowstone Journal effectiveness is measured from the reader response via emails: 1/1/19-6/30/19 – 11,090, 1/1/20 – 4/30/30 – 10,678 and 1/1/21 – 4/15/21 – 10,117, showing Butte is on track with inquiries. Certified Folder did one map for both maps, success can only be measured by production and brochure rack locations. If the international marketing pieces are produced monitoring will be provided through Rocky Mountain International and the travel guide for the region.</p>	\$8,000.00	Value_of_Print_White_Paper_Fi																				
Consumer	Online/Digital Advertising	<p>Butte will continue with Targeted Display utilizing programmatic display, Targeted Social Media, Targeted Facebook Display ads, and Remarketing via the website with display digital banners. Email marketing deployment using a high-quality rented list of opt-in users targeting travelers with interests aligning with Butte's offerings. Native and Content marketing, Sponsored Content to an audience of 18-65 years old, all genders, outdoor enthusiasts, interested in Glacier National Park, Yellowstone National Park, Butte; Contextual Targeting includes: Hiking, Biking, Fishing, Outdoor Activities and Yellowstone National Park & Glacier National Park.</p> <p>Ads are served to Idaho, Minnesota, Oregon, Salt Lake City, Washington, Arizona and Montana, geographically targeted to The Parks.</p>	<table border="1"> <thead> <tr> <th>Campaign</th> <th>Impressions</th> <th>Clicks</th> <th>CTR for Campaign</th> <th>Benchmark</th> </tr> </thead> <tbody> <tr> <td>Remarketing</td> <td>99,999</td> <td>126</td> <td>0.13%</td> <td>0.05%</td> </tr> <tr> <td>HyperGeoDisplay</td> <td>1,500,032</td> <td>1,583</td> <td>0.11%</td> <td>0.07%</td> </tr> <tr> <td>Email Marketing</td> <td>71,898*</td> <td>9,470</td> <td>13.17%</td> <td>1.2-1.8%</td> </tr> </tbody> </table> <p>These statistics are from the Montana Aware campaign where the campaign preformed verywell.</p>	Campaign	Impressions	Clicks	CTR for Campaign	Benchmark	Remarketing	99,999	126	0.13%	0.05%	HyperGeoDisplay	1,500,032	1,583	0.11%	0.07%	Email Marketing	71,898*	9,470	13.17%	1.2-1.8%	<p>Success in each of the various tactics used in these methods will be measured against the industry Click Through Rate (CTR) benchmarks. CTR is a tool for measurement because it showcases engagement for ads and the percent of users visiting the website after viewing the ad online.</p>	\$60,000.00	
Campaign	Impressions	Clicks	CTR for Campaign	Benchmark																						
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Consumer	Opportunity Marketing	Butte will actively look for other		Success measures	\$2,000.00																					

		marketing platforms and methods to promote Butte's assets to visitors with an interest in the offerings of the area. This method will serve as the funding mechanism when an opportunity arises, always keeping top of mind the monies expended will be to reach repeat or new visitors.	rom Databox the following is said when putting together a marketing plan. "Follow the 70/20/10 Rule Wes Marsh of BCA Technologies told us they have a hard-and-fast guideline for marketing allocation: "Put 70% of your budget into proven marketing channels that give you the best blend of quality leads at a low cost per lead, and then squeeze as much as you can out of it. Put 20% into other channels that still offer quality exposure and lead generation, even if there is less direct attribution (i.e. display, video, etc.). Finally, keep the remaining 10% of your budget available to explore new channels and for testing." Hey Marketers' Corey Haines also recommended leaving a portion of your budget available to experiment with new campaigns. "For every channel that you invest marketing dollars into, give yourself the ability to experiment with a portion of the budget. Even a small experimental budget," Haines explained, "can go a long way in exploring new ways to use the channel, figuring out what works and what doesn't, and exercising your creative muscles." https://databox.com/create-a-marketing-budget#10	will vary depending on the segment of the projects participated in.			
Consumer	Multi-Media Marketing	Butte has successfully touted itself as the "Festival City" however in 2020 and 2021 festivals will not take place. Promotional monies will be needed as these events work to restart 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. For any festival obtaining promotional dollars from the Butte CVB following stipulations will be required: <ul style="list-style-type: none"> • Purchase, perform and complete the duties associated with a "Survey Kit" from the ITRR or have a proven hotel occupancy and rate information from all hoteliers in the Butte community. • Advertising in markets outside a 200-mile radius of Butte. Montana communities can be included in 2022, but emphasis should be on non-resident visitors. • 75% of CVB funded promotional dollars are to be in the form of digital/online/social leaving on 25% for print advertising. • Analytics of all promotional dollars must be provided. Festivals/events bringing people the area include: St. Patrick's Day, Freedom Festival, Montana Folk Festival, Serbian Festival, An Ri Ra, Butte 100 and SNoFling.	"To be successful, it is extremely important for a company to participate in marketing efforts that allow them to stand out in an extraordinary way. In the modern era, digital marketing techniques that primarily focus on e-mail, content creation and social media are platforms companies are using to attract their target audience. Chaffey and Ellis-Chadwick (2019) state that the Five Ds of digital marketing include digital devices, digital platforms, digital media, digital date, and digital technology.... This modern technique of marketing is an extremely effective way to promote or bring in new customers or participants. Specifically, music festivals are beginning to grow, and the marketing practitioners behind the festivals must attract the audience over digital platforms. Music festivals bring people together by in person and online actions. The festivals connect one another and create lifelong memories for all. The efforts made 2 through the 5Ds of digital marketing is potentially what helps the festival be successful in all aspects. According to Hudson, Roth, Madden and Hudson (2015), "Through social media, marketers can gain rich, unmediated consumer insights, faster than ever before, and can foster loyalty through networking" (p. 69). Digital marketing efforts help create relationships with the attendees at music festivals. The content provided is what helps engage and inform the consumers and allow for potential purchasing of the product and/or service." https://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1080&context=rptasp	Success can be measure through implantation of new requirements where data for actual festival attendees will be gathered. Also, with analytics for digital and online promotion success can be measured through impressions, clicks, CTR and is social media is utilized then shares and engagement metrics.	\$20,000.00		
Film	Opportunity Marketing	The film/entertainment industry is one Butte wishes to continue to work with as projects are interested in the area and assets. With the creation of a loosely knit group of individuals Butte has been nimble in assisting projects with personnel, props, lodging, appropriate permits, catering, and even mobile restrooms. Having funding available to assist in keeping these projects	The film/entertainment industry has been and important part of the Butte economy in Q4-2020 with 3 larger projects. As of the end of April 2021, Butte has seen 3 projects; CNN on Our Lady of Rockies, Ringing Rocks, Berkeley Pit, this will air on "Off the Beaten Path" with Christopher Dawson. As well as a Mother's Day piece he is doing to include Our Lady. CNN will allow Butte access to the drone and camera footage for us to use for tourism promotion. In April Butte had a limited budget project where 20 people spent over \$30K in 1 week, these expenditures calculated were for lodging, catering and additional food/beverage needs only. End of April has a project 35 people where lodging was booked at \$40K for 9 days.	Success for this method will be based on number of projects Butte hosts, amount of dollars spent in lodging and other expenses as they are available.	\$2,000.00		

		coming forward would be beneficial.					
Marketing Support	TAC/Governor's Conference meetings	TAC meetings, when they are able resume in person, are mostly conducted in Helena. They may or may not require an overnight from Butte but will have mileage associated with attendance. Governor's Conference on Tourism and Recreation, when able to resume in person rotates to different cities, in this fiscal year, travel and lodging will be required. These meetings are a requirement.	"Here are 13 reasons attending conferences can be a benefit to your professional development and more: 1. To learn something new you can immediately implement in your business or career. 2. To expand skills, learn more about the job, discover industry specific knowledge that can help you grow personally and professionally. 3. To meet thought-leaders within the industry or topic of the conference – to ask questions, share ideas and expand on what is covered. 4. To network with people in your industry. 5. To meet people in person whom you have made connections with thru social media 6. To learn from the experiences of your peers. 7. To learn about valuable resources relevant to your business or career. 8. To gain insights and ideas that you can use to establish/increase your credibility and expertise such as writing articles, books and other media. 9. To show a commitment to your profession as well as find opportunities to give back, such as volunteer positions. 10. To visit interesting new locations where the conference is being held. 11. To connect with sponsors and other supporters of the conference. 12. To see who your competitors are first-hand, learn more about their businesses, discover their strengths and weaknesses, all of which can add to your business's competitive edge. 13. To meet with and market to potential customers and clients who are also interested in the same benefits and outcomes of attending the conference. Live events also give you the opportunity to do research on the needs of your target audience follow up with direct mail and or personal interaction, thus omitting the "cold call." https://www.wecai.org/thirteen-ke-reasons-to-attend-professional-development-conferences/	Attendance at these meetings are mandatory per the Rules & Procedures.	\$1,200.00		
Marketing Support	Administration	The Butte CVB will ensure personnel is available to work on the projects laid out in this plan as well maintaining a constant place and person to disseminate information on Butte. Along with providing personnel these funds will be spent for office needs not provided by the Butte Chamber of Commerce or TBID.	"The DMO emerges as a key player in the development and management of tourism at the destination level with various functions. Depending on the potential needs, these functions may include strategic planning , implementation of the destination tourism policy, tourism product development , crisis management, quality improvement and assurance, workforce development , and sustaining the cultural heritage of the destination. A destination with an effective management plan usually possesses a high capacity for undertaking new innovations and trends, while being more resilient to potential challenges and disruptions—something more important than ever in the time of COVID-19." "How Can a Destination Marketing Organization Add Value to Your Destination?" A destination marketing organization, or DMO, can help to add value to your destination by coming up with a comprehensive promotional strategy. Individual stakeholders within the local tourism industry , such as hotels, travel companies and other businesses, can all then contribute to this strategy, in order to attract more travelers. Some of the specific responsibilities may include identifying key demographics that are most likely to want to visit the destination, coming up with compelling branding of the destination, and creating or devising specific marketing techniques, aimed at the target audience(s). This can all serve to grow tourism and business investment." https://www.solimarinternational.com/why-is-a-dmo-important-to-a-destination/	Success of this marketing method will be measured by meeting objectives and to spend less than or equal to 20% of the total marketing budget.	\$25,000.00		
Marketing Support	Fulfillment/Telemarketing/Call Center	Fulfillment is important to the repeat and return visitor trip to Butte. By having dollars dedicated to the 800# and answer visitor inquiries and the ability to send information via requests, assists in the orientation and facilitation of the travelers decision process. Subscription to Constant Contact is needed for the email responses for Yellowstone Journal, still a viable marketing method. Butte also sends quantities of visitor guides and other Butte information to other Montana VIC/Chamber of Commerce along the I-15 and I-90 route. According to the ITRR in 2020 for those visitors staying overnight in Butte 81% were repeat visitors, in 2019 for visitors overnighing in the Butte market 75% were repeat visitors. It is important repeat visitors are informed on changes and additions of new happenings in the Butte market.	For research reference please go to the method "Consumer-Printed Visitor Guide" where we attached Wave-58 information as well as information on visitor guide in general. "Are 800 Numbers Outdated?" If you wonder whether 800 numbers are obsolete, you should know that 800 numbers are still relevant in today's marketplace. Even though they've been available for decades, 800 numbers are still needed by businesses competing in many industries, such as insurance, finance, education, health care and construction." https://800response.com/blog/are-800-numbers-outdated/	Success of this method will be determined by the amount of information requested by individuals, groups, and VIC/Chamber of Commerce. The 800# will be tracked by the billing amount, which is based on usage.	\$1,500.00		
Marketing Support	VIC Funding/Staffing/Signage	The Butte CVB has employees at the VIC from mid-May to Labor Day everyday with	ITRR for 2019 for visitors overnighing in Butte show a VIC as "Only Source Used During the Trip" at 2% while 15% for "All Used Sources".	Success for this method will be measured by the	\$16,000.00		

		<p>minimum available hours from 9am – 5pm. These employees are truly ambassadors for Butte, SWMT and Montana, as the goal is to keep visitors in the community one more hour, one more meal or one more night, or two. If we cannot engage the visitor to spend more time in Butte, the goal is to keep them in SWMT and then Montana, leaving behind the dollars in local businesses and services.</p> <p>Along with assisting visitors with pertinent information they are available to:</p> <p>Responding to tourism inquiries via phone, email, fax, and letter.</p> <p>Compiling and inputting data into the computer regarding information on visitation, calendar of events, local hotels, and other related tourism businesses.</p> <p>Researching information for guests.</p> <p>Ordering, storing, and stocking brochures and maps from attractions, hotels, and other tourism-related businesses.</p> <p>Maintaining the VIC area.</p> <p>Keeping statistics about how many visitors requested information and home states of visitors.</p> <p>Keeping track of the number of bulk requests filled.</p> <p>Packaging visitor packets for bulk requests from conventions, meetings and other groups.</p> <p>Meet and greet afternoon airline guests at the Bert Mooney Airport</p>	For 2020 with the same parameters, the VIC was an even 3% for both sources. The 2020 numbers for the Butte VIC were about 1/3 of the usual number we see from May – September.	number of visitors the staff interacted with, amount of information disseminated during the timeframe the VIC is manned with staff.			
Publicity	Fam Trips	<p>Having dollars to spend on lodging, meals, attraction fees for influencers in the area where they can experience the offerings. This method would be done in conjunction with either MTOBD or SWMT.</p> <p>"Bloggers and influencers will likely be the first travelers back and audiences will be watching them more than ever to see how it goes: how safe they feel, what updates or improvements have happened, etc.," said Jade Broadous of Vagabond3.com. "I hope traditional travel marketing is scrapped in favor of this—especially with how easy it is to measure everything digitally."</p> <p>For paid influencer campaigns, some destination and brand people are ready to start back up now, perhaps because they know that provides more control over the messaging and the deliverables in a time when both are more important than ever. Around 1/3 expect to start paid campaigns up again this year, around 45% next year, and only 24% answered "never." Several indicated there will be fewer of them because of budget cuts though, so ROI</p>	<p>Nearly 90% of consumers say that they trust third-part content more than a company's own, meaning that influencers can be highly effective for generating brand trust. www.econsultancy.com</p> <p>A recent study by Rhythm One found that for every \$1 spent on influencer marketing, \$2.26 in earned media value was returned.</p> <p>A positive outcome of the research is that almost two-thirds (63%) of respondents believe their influencer marketing strategy is effective (combined figure) in demonstrating ROI for their brand or business. Study is attached.</p>	Success for this method will be measured through; engagement data e.g. comments, likes and content shares, traffic to our website, impressions, and follower growth on social media, when compared to stats prior to an influencer stories.	\$2,000.00		Social Influencers.jpg

		and good reporting will be more important than ever. https://travelwriting2.com/future-of-press-trip/				
Research	Joint Ventures	VISAVUE Butte has participated in this Joint Venture with MTOBD over the past couple of years. These reports assist Butte in drilling into areas where we currently get visitors, feeding them information pertinent to their past needs. These reports also gives a great way to monitor the success of campaigns and website analytics. Marketing research helps the DMO to make better informed and less risky marketing and management decisions. Accordingly, the information obtained through marketing research must be objective, impartial, translatable, current, and relevant. bVisaVue uses data collected from verified VisaNet transactions. It provides insights as to where visitors are coming from and how they are spending in specific destination/locations. This data provides information to guide for better decision making and planning and gives timely feedback.	"Clearly, any destination marketer with a market orientation conducts research to gain insight into their visitor market. Research results greatly contribute to creating long-term marketing plans; help set organizational goals and policies; can help communicate the DMOs role in contributing to the local economy in terms of visitor spending, tax revenues, and jobs supported." "Key attributes of visitors include: where they live, spending, mode of transportation, demographics (age, gender, marital status, level of education, occupation, household income or individual income), ethnicity, social class, family life stage, type of tourist (leisure/business, domestic/ international), leisure activities, type of accommodation selected, size of travel group, length of stay, purpose of trip, time of visit, source of information used." https://www.routledgehandbooks.com/doi/10.4324/9781315101163-4#:~:text=Importance%20of%20destination%20marketing%20research,-Marketing%20research%20is&text=Research%20results%20greatly%20contribute%20to,tax%20revenues%2C%20and%20jobs%20supported.	Success for this method will shown when campaigns are targeted to specific areas called out in VisaVue to see if there continues to be a correlation/increase in visitors for the designated areas. Currently VisaVue is relied upon for additional data collected. VisaVue data is viewed and compared to the data available through the ITRR, Marketmt.com and Butte's own data at the VIC.	\$5,100.00	
Research	Survey/Data Collection	To better understand how lodging facilities are doing month-over-month, year-over-year regarding occupancy and rate, Butte will purchase the STR report with the add-on for competitive sets of other cities in Montana. This data helps to gauge success of campaigns by showing increase in either occupancy, average daily rate (ADR), and revenue per total guest rooms available (RevPar). Also, by comparing to Butte to a competitive set will be able to see where increases/decreases in other cities the impact the Butte market and determine how to gain more market share. By looking at local hotel data, information garnered will show trends, where correlations between the 3 main data components show if leisure campaigns in various seasons have an impact on hotel guest room sales.	STR data will help Butte to understand how the hotel industry is performing over periods of time showing trends in the statistics provided through this method. Rather than waiting for bed tax collection data, TBID collections, these reports are generated and disseminated in a timely fashion allowing for changes in the online/digital and social platforms. "Through tourism research, you can learn what strengths and weaknesses your competitors have and how they are marketing themselves to their customers. Study competitors who have a large share of the tourism marketplace and learn from their strategies." https://bizfluent.com/about-6588545-importance-tourism-research.html	Success for this method will be based on changes in marketing strategies as Butte works to gain more market share as shown by increases in occupancy, ADR and RevPar.	\$6,000.00	
					\$187,100.00	

Marketing Method Budget

Marketing Segment	Marketing Method	Bed tax funded bu
Consumer	Travel Guide	
Consumer	Print Advertising	
Consumer	Online/Digital Advertising	
Consumer	Travel/Trade Shows	

Consumer	Billboards/Out-of-Home	
Consumer	Opportunity Marketing	
Consumer	Photo/Video Library	
Consumer	Radio & Television Advertising	
Consumer	Multi-Media Marketing	
Film	Opportunity Marketing	
Marketing Support	Fulfillment/Telemarketing/Call Center	
Marketing Support	Administration	
Marketing Support	VIC Funding/Staffing/Signage	
Marketing Support	TAC/Governor's Conference meetings	
Publicity	Fam Trips	
Research	Joint Ventures	
Research	Survey/Data Collection	

Miscellaneous Attachments

Description

File Name

File Size

Reg/CVB Required Documents

Description

File Name

File Size

