



Joe Torpey

FY
13

Butte Silver Bow Marketing Plan



PURPOSE

The purpose of the Butte-Silver Bow Convention and Visitor Bureau Marketing Plan is to provide a tourism focused marketing and promotion strategy which when implemented will strengthen the Butte economy, enhance the visitor experience and reflect the Montana Brand. The strategies in this marketing plan will build on previous marketing efforts and collaborations with the Montana Office of Tourism, the Montana tourism regions, and CVB's and other public and private entities in supporting the Montana Tourism and Recreation Strategic Plan 2008-2012.

STRENGTHS

There is no other place in Montana like Butte. Frankly, there may be no other place like Butte at all. A handful of western states have a history of mining but few if any have a history of copper kings, religious rivalries, spirited politics and unrivaled ethnic diversity. As we have learned from the research of ITRR, Mercury CSC and marketing and communications consultant Mike Bento, the Geo Traveler, a target market for all of Montana, are those people who visit destinations that have retained their historical, cultural and natural authenticity of place. While Butte has struggled in the past to see itself in the Montana brand or speak to the Geotraveler, it may in fact be the epitome of both.

—PRIMARY—

➤ History

From its mining, to its epic struggles for political power, Butte's history tells the story of an internationally renowned city that produced fabulous fortunes from the 1870's through the 1890's. These stories of wealth spread across the country and independent prospectors came seeking their fortune. When the gold played out and the mining of silver required smelting to refine the ore, copper became king giving Butte a large share of the world's copper market.

The independent prospector was soon replaced with corporate mining and railroads soon transported the precious ore to world markets. Butte, the largest city in the state by far, at the time, was booming. Bars and restaurants were open 24 hours a day and the epic struggles for political power by the wealthy Copper Kings and labor organizations dominated not only Butte but also the entire state. Butte become known as the "richest hill on earth", and immigrants from around the world flocked to work at the Anaconda Company creating an ethnic diversity that is still seen in Butte today.

Today this historic small town serves not only as a gateway to near natural wonders, but also as a gateway to some of Montana's most colorful and rich history. Butte's many historic attractions, including the Berkeley Pit, the Stamp Mills, Our Lady of the Rockies, and one of the largest, most well preserved National Historic Districts in the country serve as a portal to that rich history. Butte's most recognizable icon, *the Head frame*, has been made into a work of art that can be seen in bright red lights every night of the year on the Butte hill and serves as a reminder of its rich and colorful past.



➤ Diverse Arts & Culture & Events

There are many year-round art and cultural opportunities found in Butte which attract visitors. Geotourist in particular, have a strong preference for and seek out the social and cultural aspects of places they visit. Butte's history is depicted in the World Museum of Mining, the Copper King Mansion, the Piccadilly Museum of Transportation, and the Mai Wah Museum while the art and culture of Butte can be found in the Clark Chateau Mansion, Museum of Fine Art, Butte Silver-Bow Arts Center and Mother Lode Theatre. In addition, Butte is well recognized throughout the state for its festive events including St. Patrick's Day, Evel Knievel Days, An Ri Ra (a Gaelic cultural festival), Chinese New Year and the Montana Folk Festival (formerly known as the National Folk Festival).

- + 78% of all leisure travelers participate at some level in Cultural and Heritage activities while on a leisure trip*

*Source: Mandala Research, LLC

➤ Location

Butte's fortunate location at the intersection of interstates I-90 and I-15 makes it a frequent pass-through location for those traveling between Glacier and Yellowstone National Park. Overall attendance in National Parks was up 1.7% in 2011 and is expected to increase 1% in 2012*.

- + 61% of visitors who spent a night in Butte visited Yellowstone National Park**
- + 40% of visitors who spent the night in Butte visited Glacier Park**

*National Park Service

**Source ITRR Q1-Q4 2011 Nonresident survey

—SECONDARY—

➤ Recreation

Butte is surrounded by numerous mountain ranges and recreational opportunities. Blue Ribbon trout streams, skiing, snowmobiling, mountain biking and cycling, hiking, photography, camping, cross-country skiing, and much more can be experienced in the area.

- + 71% of visitors who spent one night in Butte went on a scenic drive*
- + 42% of visitors who spent on night in Butte took Nature Photos*
- + 33% of visitors who spent one night in Butte viewed wildlife*

*Source ITRR Q1-Q4 2011 Nonresident survey

➤ Residents

Butte's true strength lies in the people who make up the town, descendants of a melting pot of cultures, and folks whose pride in their heritage and traditions is evident even today.

CHALLENGES

*“Some people see contaminated water,” said chamber executive Marko Luchich, “I see wealth.” **

**Speaking in an interview for the Casper Star and Tribune with AP writer Susan Gallagher about the Berkeley Pit, March 2006*

➤ Location

Butte’s location at the intersection of interstates I-90 and I-15 is a frequent pass-through location for those traveling between Glacier and Yellowstone National Park. This makes it both a strength and a challenge.

+ 45% of non-resident visitors to Montana passed through Butte but did not spend the night

*Source ITRR Q1-Q4 2011 Nonresident survey

➤ Air Service

Few options exist when traveling by air into Butte. SkyWest Airlines, the Delta Connection serves Butte with **only two** non-stop flights to Salt Lake City each day, flying a 50 passenger regional jet. These air-service limitations hinder the ability of Butte to attract out-of-state visitors and/or meetings and conventions.

➤ Economy

As suggested by Dr. Suzanne Cook at the 2012 Governor’s Conference on Tourism in her report *Outlook for U.S. Travel & Tourism* the economic and consumer environment is still confusing. While US households are in better shape, wages and savings are up, inflation is low and there is an upward trend in consumer confidence, the housing market is still weak and the median HH income is down 7% for 2000* Additionally, gas is up .28¢ since last year and we could see steeper increases (\$3.65 4/2011, \$3.93 4/2012)

** Source: 2012 Governor Conference presentation, Outlook for U.S. Travel & Tourism Dr. Suzanne Cook, Suzanne Cook Consulting, LLC

**Source AAA Daily Fuel Gauge as of April 2, 2012

➤ Meeting Trends and Business Travel

While business travel is slowly increasing it is still well below the record high of 1998 and 2011 national business travel numbers were just below those of 2008.* STR reports that group demand is on the rise but has not yet reached pre-recession levels. Meeting planners expect similar volume of meetings and attendance as in 2011 and 44% of planners have budgeted for an increase in meeting expenditures.

*Source: U.S. Travel Association

GOALS

- Focus limited marketing dollars on travelers who have the propensity to travel to Montana and experience what Butte has to offer.
- Continue to highlight and incorporate Butte's rich and colorful history as one of its main attributes (and specific interest of the Geotraveler) in all marketing and promoting efforts.
- Work collaboratively with the Montana Office of Tourism, Gold West Country and other regions and CVB's and TBID's to promote a quality and diverse visitor experience that is richer than the sum of its parts, encourages the preservation of Montana's environment and quality of life.
- Highlight Butte and the surrounding area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.
- Increase year-round tourism revenues in Butte through seasonal marketing efforts focusing on the high-value-low impact traveler as identified in the strategic plan. Specific target markets include the leisure traveler, meeting and conventions, international, group and religious markets, and other niche markets as identified in the marketing plan.
- Enhance awareness and support for tourism and recreation among Butte residents and elected officials through marketing, promotional and legislative efforts.
- Recruit meeting/conventions, group tours and tournaments.
- Promote Butte's location at the intersection of two major Interstates as an ideal hub to explore SW Montana (easy day trips to Helena, Missoula, Bozeman, Dillon and the Big Hole Valley) as well as a place to spend a night along the route between Yellowstone and Glacier National Parks.



Butte National Folk Festival

FY12 OBJECTIVES

FY 12 RESULTS

- | | |
|---|---|
| <ul style="list-style-type: none"> ➤ Maintain and/or grow bed tax collections by 4%. ➤ To have at least three (3) FAM tours spaced throughout the year in the Butte area. ➤ Grow niche markets that come to Butte throughout the year. ➤ Attend three-four consumer shows and one convention/meeting planner show. Distribute at least 300 guides at each show. ➤ Continue to promote and enhance the Butte Adventure Pass for visitors who visit Butte. ➤ Increase our Event and Festival attendance throughout the year. ➤ Increase unique visitors to our web site by 10 percent ➤ Increase the visitations from those that reside on or close to the I-90 and I-15 corridors within a 350 mile radius | <ul style="list-style-type: none"> ➤ Bed tax collections grew by 1% from 2010-2011 ➤ Butte hosted three FAM trips in FY 12 ➤ No measurable information available ➤ Butte CVB attended NTA, Go WEST Summit, Calgary Outdoor Show & Going On Faith Market Place (results can be found in completion reports) ➤ No measurable information available ➤ Bed tax collections for the 3rd quarter have been up almost* every year since 2007. (2008 was down 1%) ➤ Unique visitors to the site as of the end of April 2012 were 22,285. No comparable data was available. ➤ No measurable information available |
|---|---|



FY 13 OBJECTIVES

- Increase bed tax collections by 2% over 2012 collections
- Partner with at least one additional entity at each tradeshow expanding Butte's presence and sharing the cost
- Partner with the Butte TBID on at least two projects
- Implement survey tools and tracking to measure visitation, inquiries, length of time on site and users sessions on the Butte CVB website
- Generate at least one article from each press trip hosted though out the year
- Increase annual website visitation by 2% over 2012
- Develop and implement a social media strategy

SUPPORT OF STATE STRATEGIC PLAN

The Butte-Silver Bow CVB marketing plan supports the Montana Tourism and Recreation Strategic Plan 2008-2012 through the following actions and goals outlined below.

- Focus limited marketing dollars on travelers who have the propensity to travel to Montana and experience what Butte has to offer.

Goal 1: Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value-low impact visitors.

Action 1.1 Implement highly targeted consumer advertising/promotion campaigns

- Continue to highlight and incorporate Butte's rich and colorful history as one of its main attributes (and specific interest of the Geotraveler) in all marketing and promoting efforts.

Goal 4: Enhance and preserve Montana's culture and history

Action: 4.1 Promote existing historical/cultural asserts for the enjoyment of residents and visitors

4.1a. Use historic/cultural attractions as venues for conferences, events and seminars

- Highlight Butte and the surrounding area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.

Goal 1: Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value-low impact visitors.

Action: 1.1 Implement highly targeted consumer advertising/promotion campaigns

1.2 Promote Montana to targeted groups and events, emphasizing off-peak season

- Work collaboratively with the Montana Office of Tourism, Gold West Country and other regions and CVB’s and TBID’s to promote a quality and diverse visitor experience that is richer than the sum of its parts, encourages the preservation of Montana’s environment and quality of life.

Goal 1: Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value-low impact visitors.

- Action 1.1a. Expand partnerships with tourism businesses/ attractions as co-op partners
- 1.3 Collaborate with tourism marketing partners to plan/implement priority-marketing efforts
- 1.3b. Implement the Montana tourism brand to enhance the state’s image and message in priority market

- Increase year-round tourism revenues in Butte through seasonal marketing efforts focusing on the high-value-low impact traveler as identified in the strategic plan. Specific target markets include the leisure traveler, meeting and conventions, international, group and religious markets, and other niche markets as identified in the marketing plan.

Goal 1: Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value-low impact visitors.

- Action 1.1 Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track and report results
 - 1.1 a. Expand public-private marketing partnerships with tourism businesses and attractions
 - 1.1 d. Continue marketing to international travelers.
 - 1.1 e. Enhance tracking/reporting and ROI from state regional and CVB advertising
- Action 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season
 - 1.2 a. Amplify targeted sales and marketing to attract groups, meetings/conventions to Montana
 - 1.2 e. Continue to target tour operators to bring tours/packaged vacations to Montana
- Action 1.4 Improve Montana’s Visitor Information System to extend visitor stays and spending
 - 1.4 d. Use technology to enhance visitor information and marketing efforts

- Enhance awareness and support for tourism and recreation funding among Butte residents and elected officials through marketing, promotional and legislative efforts.

Goal 2: Attain public policy and citizen support for sustainable tourism and recreation

- Action 2.1 Build awareness through statewide publicity efforts about the Montana Charter geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocations of lodging and facility use taxes.
- Action 2.2 Give effective presentations to policy makers about Montana tourism issues/benefits

Goal 9: Increase funding to maintain sustainable tourism and recreation

- Action: 9.1 Seek increases in state funding for targeted tourism marketing/program facilities
- Action: 9.2 Foster opportunities to increase public and private marketing dollars
- Action: 9.3 Enhance funding fir region and CVB marketing efforts

Goal 5: Support appropriate business growth, including new tourism products and services for target customer markets

- Action: 5.1 Cultivate opportunities to leverage private and public dollars to create tourism products attract new tourist markets.

- Recruit meeting/conventions, group tours and tournaments.

Goal 1: Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value-low impact visitors.

- Action 1.1 Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track and report results
 - 1.1 c. Attend consumer travel shows that target specific high value, low impact markets.
 - 1.1 d. Continue marketing to international travelers.
 - 1.1 e. Enhance tracking/reporting and ROI from state regional and CVB advertising
- Action 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season.
 - 1.2 a. Amplify targeted sales and marketing to attract groups, meetings and conferences.
 - 1.2 b. Work with local sports groups to attract sports events in the off-season

- Promote Butte’s location at the intersection of two major Interstates as an ideal hub to explore SW Montana (easy day trips to Helena, Missoula, Bozeman, Dillon and the Big Hole Valley) as well as a place to spend a night along the route between Yellowstone and Glacier National Parks.

Goal 1: Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value-low impact visitors.

- Action 1.1 Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track and report results

TARGET GEOGRAPHIC MARKETS

Butte's target geographic markets have been determined using the following data:

- Institute for Tourism and Recreation Research 2011 Non-Resident Travel Survey Reports (Montana, Butte, Gold West Country)
- Past Butte Marketing Plan

Primary Geographic Target Markets: Washington, Idaho, Alberta CN, North Dakota

Secondary Geographic Markets: California, Colorado, Wyoming, Minnesota

TARGET DEMOGRAPHIC MARKETS

The Geo Traveler = People who visit destinations that have retained their historical, cultural and natural authenticity of place.

- Well educated
- Come from various age groups and incomes
- Spend a disproportionate amount of income on travel
- Strong preference for culture
- Use technology in planning and exploring
- Desire to live on a healthy planet

Families/Boomers

- Married or Single
- 35-54 years old
- College educated w/children
- HHI- \$60,000 plus

Cultural & Heritage Traveler

- 35+ years old
- College Educated
- HHI - \$60,000 plus
- Enjoy learning about Western History and Culture
- Visit historic sites/landmarks
- Interested in festivals and fairs about the West

Religious and Faith-based Tourists

- 300 million consumers traveling on religious themed trips
- Include youth, adults and seniors
- One of the fastest growing trends in the travel industry

MARKETING STRATEGY

Via the following strategy, Butte-Silver Bow CVB will strive to meet the goals outlined earlier within this plan by:

Internet

- Continue to expand and upgrade the Butte CVB website to speak to the Geotraveler. This includes but is not limited to adding virtual tours, better search engine optimization, trip itineraries, mobile website development, and links to reservation and booking capabilities using the Montana brand strategies.

Print Advertising

- Continue to support the Gold West Country Visitor Guide with advertisements for the Butte-Silver Bow area.
- Continue to support the Glacier Country Visitor Guide with advertisements for the Butte-Silver Bow area.
- Update, reprint and distribute Butte-Silver Bow CVB visitor guide which contains information regarding Butte's many activities and attractions. The guide is distributed strategically throughout the state and is used as a fulfillment piece.

Trade Shows

- Continue to participate in trade shows targeting the leisure, international and group markets and report results.
- Continue to maintain memberships with the American Bus Association and National Tour Association while alternating their Marketplaces each year.

Join Ventures

- Continue to participate in joint ventures opportunities with the Montana Office of Tourism, other regions CVB's and the TBID. These efforts provided numerous inquiries for the Butte-Silver Bow CVB.
- Continue support of Superhost program.
- Work with Gold West Country and other Gold West members to execute their marketing plan and campaign for the FY13 year.



National Folk Festival



FY 13 Budget

Project Description	Project Total	TOTAL Budget
Marketing Support		\$37,152.00
Administration (max 20%)	\$15,860.00	
Opportunity Marketing (Max 10%)	\$ 1,000.00	
Coop Marketing	\$ 2,000.00	
TAC/Gov. Conf./Partners Mkt	\$ 1,500.00	
Joint Ventures	\$16,792.00	
Consumer Advertising		\$10,300.00
Gold West Visitor Guide	\$ 2,760.00	
Glacier Country Visitor Guide	\$ 2,362.00	
Way Finding, Rent, Production	\$ 2,878.00	
Yellowstone & Glacier Map Distribution	\$ 2,300.00	
Internet		\$12,140.00
Maintenance and Upgrades	\$ 5,940.00	
Virtual Tour	\$ 4,000.00	
Mobile Web & Social Networking Applications	\$ 2,200.00	
Publications		\$10,000.00
Butte Visitor Guide	\$10,000.00	
Telemarketing/Fulfillment		\$ 7,000.00
Toll Free Number	\$ 500.00	
Distribution-Certified Folders	\$ 4,000.00	
Shipping/Postage	\$ 2,000.00	
Mileage/Meals	\$ 500.00	
Tourism Development		\$29,439.00
VIC Staffing	\$15,000.00	
ABA Convention	\$ 3,459.00	
NTA Dues	\$ 640.00	
RMI Round UP	\$ 1,800.00	
GO WEST Summit	\$ 2,500.00	
Calgary Outdoor Show	\$ 2,823.00	
Going On Faith Trade Show	\$ 3,217.00	
TOTAL BUDGET REQUESTED	\$106,031.00	\$106,031.00
FY 13 Projected Revenue	\$ 79,302.00	
FY12 Rollover/Uncommitted	\$ 26,729.00	



Approval Required <input type="checkbox"/> Final <input checked="" type="checkbox"/> Preliminary
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Organization Name: Butte- Silver Bow CVB

Project Name: Consumer Advertising

Application Completed by: Butte CVB

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The consumer advertising pieces chosen for the FY 2013 budget were selected to help the travelers perceive Butte as a “destination.” The publications and signage chosen for the upcoming year include the following:

Gold West Country Visitor Guide

Full-Page (8”x 10 ½”), Inside Back Cover
Full-Color

Way finding

12’X24’ South Bound I-15 Basin
11’X36’ East Bound Butte
11’X24’ East Bound Garrison

Glacier Country Visitor Guide

Half page, run of book
Full Color

Certified Folder Yellowstone and Glacier Maps

Double business card size 3 ½” wide x 3 1/2 “high
Full-Color

Develop Objectives:

The purpose of this step is to establish realistic, achievable objectives and assess the feasibility of your project in relation to stated objectives. Your objectives should be specific, measurable and realistic.

- Increase bed tax collections by 2% over 2012 collections
- Increase annual website visitation by 2% over 2012

Identify the portions of your marketing plan which support this project.

- Continue to highlight and incorporate Butte’s rich and colorful history as one of its main attributes (and specific interest of the Geotraveler) in all marketing and promoting efforts.
- Work collaboratively with the Montana Office of Tourism, Gold West Country and other regions and CVB’s and TBID’s to promote a quality and diverse visitor experience that is richer than the sum of its parts, encourages the preservation of Montana’s environment and quality of life.



- Highlight Butte and the surrounding area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.
- Increase year-round tourism revenues in Butte through seasonal marketing efforts focusing on the high-value-low impact traveler as identified in the strategic plan. Specific target markets include the leisure traveler, meeting and conventions, international, group and religious markets, and other niche markets as identified in the marketing plan. .
- Promote Butte's location at the intersection of two major Interstates as an ideal hub to explore SW Montana (easy day trips to Helena, Missoula, Bozeman, Dillon and the Big Hole Valley) as well as a place to spend a night along the route between Yellowstone and Glacier National Parks.

Does this project support the Strategic Plan? Yes No If so describe how.

Goal 1: Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value-low impact visitors.

- Action 1.1 Implement highly targeted consumer advertising/promotion campaigns
- Action 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season.
- 1.2 a. Amplify targeted sales and marketing to attract groups, meetings and conferences

Goal 4: Enhance and preserve Montana's culture and history

- Action: 4.1 Promote existing historical/cultural asserts for the enjoyment of residents and visitors

Consumer Advertising Budget

Project Description	State Funds	Other Funds	Total
Professional Services			
Ad Production	\$ 3,540.00	\$ 0.00	\$ 3540.00
Media Placement			
Gold West Visitor Guide	\$ 2,260.00	\$ 0.00	\$ 2260.00
Glacier Guide	\$ 2,000.00	\$ 0.00	\$ 2,000.00
Certified Folder Glacier & Yellowstone Map	\$ 2,000.00		\$ 2,000.00
Billboard Rent	\$ 500.00	\$ 0.00	\$ 500.00
Project Total	\$10,300	\$ 0.00	\$ 10,300.00



Approval Request
 Final
 Preliminary

Organization Name: Butte-Silver Bow Convention and Visitor Bureau

Project Name: Mobile Website and Social Media Components

Application Completed by: Butte CVB

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The Internet continues to be the main information resource for consumers, meeting planners and international visitors who are planning to travel. A professional, informative, well-presented web site is essential when presenting the Butte community to the online traveling public. The Butte website (www.buttecvb.com) was redesigned spring 2010. In 2012 we had hoped to build a mobile version of the website which would have included survey and tracking tools, updates, virtual tours, and a social media strategy to better represent the attractions and community of Butte to potential visitors. However, due to various circumstances we were unable to complete this project. We would like to resubmit it for the 2013 year.

Develop Objectives:

The purpose of this step is to establish realistic, achievable objectives and assess the feasibility of your project in relation to stated objectives. Your objectives should be specific, measurable and realistic.

- Implement survey tools and tracking to measure visitation, inquiries, length of time on site and users sessions on the Butte CVB website
- Increase bed tax collections by 2% over 2012 collections
- Increase annual website visitation by 2% over 2012
- Develop and implement a social media strategy

Identify the portions of your marketing plan which support this project.

- Focus limited marketing dollars on travelers who have the propensity to travel to Montana and experience what Butte has to offer.
- Continue to highlight and incorporate Butte's rich and colorful history as one of its main attributes (and specific interest of the Geotraveler) in all marketing and promoting efforts.
- Work collaboratively with the Montana Office of Tourism, Gold West Country and other regions and CVB's and TBID's to promote a quality and diverse visitor experience that is richer than the sum of its parts, encourages the preservation of Montana's environment and quality of life.
- Highlight Butte and the surrounding area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.



- Increase year-round tourism revenues in Butte through seasonal marketing efforts focusing on the high-value-low impact traveler as identified in the strategic plan. Specific target markets include the leisure traveler, meeting and conventions, international, group and religious markets, and other niche markets as identified in the marketing plan.
- Enhance awareness and support for tourism and recreation among Butte residents and elected officials through marketing, promotional and legislative efforts.
- Recruit meeting/conventions, group tours and tournaments.
- Promote Butte's location at the intersection of two major Interstates as an ideal hub to explore SW Montana (easy day trips to Helena, Missoula, Bozeman, Dillon and the Big Hole Valley) as well as a place to spend a night along the route between Yellowstone and Glacier National Parks.

Does this project support the Strategic Plan? Yes

Goal 1: Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value-low impact visitors.

- Action 1.1 Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track and report results
- 1.1 d. Continue marketing to international travelers.
- 1.1 e. Enhance tracking/reporting and ROI from state regional and CVB advertising

Goal 4: Enhance and preserve Montana's culture and history

- Action: 4.1 Promote existing historical/cultural asserts for the enjoyment of residents and visitors
- Action: 5.1 Cultivate Opportunities to leverage private and public dollars to create tourism products attract new tourist markets

Mobile Website and Social Media Components Budget

Project Description	State Funds	Other Funds	Total
Professional Services			
Upgrades/tracking SEO	\$ 5,940.00	\$ 0.00	\$ 5,940.00
Virtual Tour	\$ 4,000.00	\$ 0.00	\$ 4,000.00
Mobile Website	\$ 2,200.00	\$ 0.00	\$ 2,200.00
PROJECT TOTAL	\$ 12,140.00	\$ 0.00	\$ 12,140.00



Approval Requested _____ Final __X__ Preliminary
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Organization Name: Butte-Silver Bow Convention and Visitor Bureau

Project Name: Visit Butte Fulfillment Rack Card/Visitor Guide

Application Completed by: Butte CVB

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Over the last several years the CVB has produced a Butte Visitor Guide (3 3/4" wide x 8 1/4" rack card, full color, 19 pages including a map insert) which is used at trade shows and also as a fulfillment piece for inquiries from print advertisements, the website, billboards and other media outlets. The Visitor Guide contains information about Butte attractions, activities, a map, restaurant listings and accommodations. Our goal continues to be to generate additional interest in Butte and the surrounding area and to convert more pass-through travelers to overnight guests. Certified Folder distributes the guide in their Yellowstone, Glacier and I-90 west corridor as well as some Montana rest areas in Montana.

The guide is traditionally produced every other year with increasing numbers. Last year 40,000 were printed. The CVB would like to continue this effort in FY 13 with the possibility redesigning the brochure and increasing the number of pages.

Develop Objectives:

The purpose of this step is to establish realistic, achievable objectives and assess the feasibility of your project in relation to stated objectives. Your objectives should be specific, measurable and realistic.

- Increase bed tax collections by 2% over 2012 collections
- Increase annual website visitation by 2% over 2012

Identify the portions of your marketing plan which support this project.

- Focus limited marketing dollars on travelers who have the propensity to travel to Montana and experience what Butte has to offer.
- Continue to highlight and incorporate Butte's rich and colorful history as one of its main attributes (and specific interest of the Geotraveler) in all marketing and promoting efforts.
- Highlight Butte and the surrounding area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.
- Increase year-round tourism revenues in Butte through seasonal marketing efforts focusing on the high-value-low impact traveler as identified in the strategic plan. Specific target markets include the leisure traveler, meeting and conventions, international, group and religious markets, and other niche markets as identified in the marketing plan.



Does this project support the Strategic Plan? **Yes**

Goal 1: Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value-low impact visitors.

- Action 1.1 Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track and report results
 - 1.1 c. Attend consumer travel shows that target specific high value, low impact markets.
 - 1.1 d. Continue marketing to international travelers.

- Action 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season.
 - 1.2 a. Amplify targeted sales and marketing to attract groups, meetings and conferences.
 - 1.2 b. Work with local sports groups to attract sports events in the off-season
 - 1.2 e. Continue to target tour operators to bring tours/package vacations to Montana

Goal 9: Increase funding to maintain sustainable tourism and recreation

- Action: 9.2 Foster opportunities to increase public and private marketing dollars
- Action: 9.3 Enhance funding fir region and CVB marketing efforts

Visit Butte Fulfillment Rack Card/Visitor Guide Budget

Project Description	State Funds	Other Funds	Total
Professional Services			
Design	\$ 1,000.00	\$ 0.00	\$ 1,000.00
Printing	\$ 9,000.00	\$ 0.00	\$ 9,000.00
PROJECT TOTAL	\$10,000.00	\$ 0.00	\$10,000.00

Visit Butte Fulfillment Rack Card/Visitor Guide

19 Page 3 3/4" wide x 8 1/4" high including a map insert and is a full color glossy guide
40,000-60,000 copies



Organization Name: Butte-Silver Bow Convention and Visitor Bureau

Project Name: Telemarketing and Fulfillment

Approval Request

Final

Preliminary

Application Completed by: Butte CVB

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Toll Free Number

In an effort to be affordable and accessible for our potential visitors, the Butte-Silver Bow CVB feels that having a toll free number is vital for the nature of our business.

Delivery Service – Certified Folder

This is the distribution cost for Certified Folder Display to distribute our Visitor Guides via their 100 Hot Spot Display program. Through this program, we are able to distribute our guides along the I-90 and I-15 corridors as well as areas near Glacier and Yellowstone Parks. Without this program, it would be difficult and costly to distribute the guide throughout the region.

Postage/Shipping

We continue the use of the U.S. Postal Service and United Parcel Service, to distribute guides generated from inquiries from the toll free number, e-mail and written requests. Many consumer ads include information request options, which allow the Butte-Silver Bow CVB to send follow-up material to potential visitors.

Mileage/Meals

The Butte-Silver Bow Area Chamber of Commerce and Convention/Visitors Bureau use these funds to distribute all collateral within a 360-mile radius that is not covered by Certified Folder.

Develop Objectives:

The purpose of this step is to establish realistic, achievable objectives and assess the feasibility of your project in relation to stated objectives. Your objectives should be specific, measurable and realistic.

- Increase bed tax collections by 2% over 2012 collections
- Increase annual website visitation by 2% over 2012



Identify the portions of your marketing plan which support this project.

Through the distribution of guides and inquiries, this project supports the marketing plan in the following ways:

- Focus limited marketing dollars on travelers who have the propensity to travel to Montana and experience what Butte has to offer.
- Continue to highlight and incorporate Butte’s rich and colorful history as one of its main attributes (and specific interest of the Geotraveler) in all marketing and promoting efforts.
- Highlight Butte and the surrounding area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.
- Increase year-round tourism revenues in Butte through seasonal marketing efforts focusing on the high-value-low impact traveler as identified in the strategic plan. Specific target markets include the leisure traveler, meeting and conventions, international, group and religious markets, and other niche markets as identified in the marketing plan.
- Recruit meeting/conventions, group tours and tournaments.
- Promote Butte’s location at the intersection of two major Interstates as an ideal hub to explore SW Montana (easy day trips to Helena, Missoula, Bozeman, Dillon and the Big Hole Valley) as well as a place to spend a night along the route between Yellowstone and Glacier National Parks

Does this project support the Strategic Plan? Yes

Telemarketing and distribution do not support the strategic plan directly, however information used from the 800 calls, where the guides are distributed and how many are distributed helps support the marketing plan.

Telemarketing and Fulfillment Budget

Project Description	State Funds	Other Funds	Total
Telemarketing Fulfillment			
Toll Free Number	\$ 500.00	\$ 0.00	\$ 500.00
Distribution-Certified Folder	\$ 4,000.00	\$ 0.00	\$ 4,000.00
Postage/Shipping	\$ 2,000.00	\$ 0.00	\$ 2,000.00
Mileage/Meals	\$ 500.00	\$ 0.00	\$ 500.00
Total	\$ 7,000.00	\$ 0.00	\$ 7,000.000



Organization Name: Butte-Silver Bow Convention and Visitor Bureau

Project Name: VIC Staffing

Application Completed by: Butte CVB

Approval Requested

Final

Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The Butte Silver Bow Area Chamber of Commerce building serves as the main Butte visitor information center. From Memorial Day weekend through August, the Chamber of Commerce expands its normal eight-hour day to a twelve-hour day to better meet the needs of visitors.

Four to five additional employees are hired to work extended hours; they attend Super Host training and are instrumental in enticing visitors to spend extra time in Butte.

In September, the chamber continues to remain open on the weekends and these employees work on those September weekends as well.

Develop Objectives:

The purpose of this step is to establish realistic, achievable objectives and assess the feasibility of your project in relation to stated objectives. Your objectives should be specific, measurable and realistic.

- Increase bed tax collections by 2% over 2012 collections
- Increase annual website visitation by 2% over 2012

Identify the portions of your marketing plan which support this project,

- Focus limited marketing dollars on travelers who have the propensity to travel to Montana and experience what Butte has to offer.
- Continue to highlight and incorporate Butte’s rich and colorful history as one of its main attributes (and specific interest of the Geotraveler) in all marketing and promoting efforts.
- Highlight Butte and the surrounding area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.
- Increase year-round tourism revenues in Butte through seasonal marketing efforts focusing on the high-value-low impact traveler as identified in the strategic plan. Specific target markets include the leisure traveler, meeting and conventions, international, group and religious markets, and other niche markets as identified in the marketing plan.
- Enhance awareness and support for tourism and recreation among Butte residents and elected officials through marketing, promotional and legislative efforts.



- Recruit meeting/conventions, group tours and tournaments.
- Promote Butte’s location at the intersection of two major Interstates as an ideal hub to explore SW Montana (easy day trips to Helena, Missoula, Bozeman, Dillon and the Big Hole Valley) as well as a place to spend a night along the route between Yellowstone and Glacier National Parks.

Does this project support the Strategic Plan? Yes

Goal 1: Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value-low impact visitors.

- 1.1 d. Continue marketing to international travelers.
- 1.1 e. Enhance tracking/reporting and ROI from state regional and CVB advertising
- Action 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season.
- 1.2 a. Amplify targeted sales and marketing to attract groups, meetings and conferences.
- 1.2 b. Work with local sports groups to attract sports events in the off-season
- 1.2 e. Continue to target tour operators to bring tours/package vacations to Montana

Goal 2: Attain public policy and citizen support for sustainable tourism and recreation

- Action 2.1 Build awareness through statewide publicity efforts about the new Montana Charter geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocations of lodging and facility use taxes.

Goal 4: Enhance and preserve Montana’s culture and history

- Action: 4.1 Promote existing historical/cultural asserts for the enjoyment of residents and visitors

Goal 5: Support appropriate business growth, including new tourism products and services for target customer markets

- Action: 5.1 Cultivate Opportunities to leverage private and public dollars to create tourism products attract new tourist markets

Goal 9: Increase funding to maintain sustainable tourism and recreation

- Action: 9.1 Seek increases in state funding for targeted tourism marketing/program facilities
- Action: 9.2 Foster opportunities to increase public and private marketing dollars
- Action: 9.3 Enhance funding for region and CVB marketing efforts

Visitor Information Center Budget

Project Description	State Funds	Other Funds	Total
Tourism Development			
VIC Staffing	\$15,000.00	\$ 0.00	\$15,000.00
Project Total	\$15,000.00	\$ 0.00	\$15,000.00



Approval Requested
 Final
 Preliminary

Organization Name: Butte-Silver Bow Convention and Visitor Bureau

Project Name: NTA- Dues

Application Completed by: Butte CVB

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The Butte Chamber of Commerce/Convention and Visitors' Bureau has belonged to the National Tour Association for six years. Maintaining our membership gives us the recognition of belonging to a highly respected organization, and thus gives us more credibility in the eyes of tour operators. It also gives us access to NTA Online, a highly useful research tool by which we can research leads in our efforts to grow motor coach visits to Butte.

We have chosen to alternate between NTA and ABA conventions each year and will attend the NTA tradeshow in fiscal year 2014. This year we will only need funds to retain our membership.

Develop Objectives:

The purpose of this step is to establish realistic, achievable objectives and assess the feasibility of your project in relation to stated objectives. Your objectives should be specific, measurable and realistic.

- Increase bed tax collections by 2% over 2012 collections
- Partner with at least one additional entity at each tradeshow expanding Butte's presence and sharing the cost; generate at least 75 qualified leads from each show.
- Implement survey tools and tracking to measure visitation, inquiries, length of time on site and users sessions on the Butte CVB website
- Increase annual website visitation by 2% over 2012

Identify the portions of your marketing plan which support this project.

- Focus limited marketing dollars on travelers who have the propensity to travel to Montana and experience what Butte has to offer.
- Continue to highlight and incorporate Butte's rich and colorful history as one of its main attributes (and specific interest of the Geotraveler) in all marketing and promoting efforts.
- Work collaboratively with the Montana Office of Tourism, Gold West Country and other regions and CVB's and TBID's to promote a quality and diverse visitor experience that is richer than the sum of its parts, encourages the preservation of Montana's environment and quality of life.
- Highlight Butte and the surrounding area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.



- Increase year-round tourism revenues in Butte through seasonal marketing efforts focusing on the high-value-low impact traveler as identified in the strategic plan. Specific target markets include the leisure traveler, meeting and conventions, international, group and religious markets, and other niche markets as identified in the marketing plan.
- Recruit meeting/conventions, group tours and tournaments.
- Promote Butte’s location at the intersection of two major Interstates as an ideal hub to explore SW Montana (easy day trips to Helena, Missoula, Bozeman, Dillon and the Big Hole Valley) as well as a place to spend a night along the route between Yellowstone and Glacier National Parks.

Does this project support the Strategic Plan? Yes

Goal 1: Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value-low impact visitors.

- Action 1.1 Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track and report results
 - 1.1 c. Attend consumer travel shows that target specific high value, low impact markets.
 - 1.1 d. Continue marketing to international travelers.
 - 1.1 e. Enhance tracking/reporting and ROI from state regional and CVB advertising
- Action 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season.
 - 1.2 a. Amplify targeted sales and marketing to attract groups, meetings and conferences.
 - 1.2 e. Continue to target tour operators to bring tours/packaged vacations to Montana

Goal 4: Enhance and preserve Montana’s culture and history

- Action: 4.1 Promote existing historical/cultural assets for the enjoyment of residents and visitors
- 4.1a. Use historic/cultural attractions as venues for conferences, events and seminars

Goal 5: Support appropriate business growth, including new tourism products and services for target customer markets

- Action: 5.1 Cultivate Opportunities to leverage private and public dollars to create tourism products attract new tourist markets

Goal 9: Increase funding to maintain sustainable tourism and recreation

- Action: 9.1 Seek increases in state funding for targeted tourism marketing/program facilities
- Action: 9.2 Foster opportunities to increase public and private marketing dollars
- Action: 9.3 Enhance funding for region and CVB marketing efforts



National Tourism Association Budget

Project Description	State Funds	Other	Total
Professional Services			
NTA Dues	\$ 640.00	\$ 0.00	\$ 640.00
Project Total	\$ 640.00	\$ 0.00	\$ 640.00



Approval Requested
<input checked="" type="checkbox"/> Final
<input type="checkbox"/> Preliminary

Organization Name: Butte-Silver Bow Convention and Visitor Bureau

Project Name: ABA Conference

Application Completed by: Butte CVB

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The Butte Chamber of Commerce/CVB would like to continue its membership in ABA (American Bus Association) and participation in the ABA conference. We have been attending ABA for five years and maintaining our membership gives us the recognition of belonging to a highly respected organization, and more credibility in the eyes of tour operators. It also gives us access to ABA Online, a useful research tool by which we can research leads in our efforts to grow motor coach visits to Butte.

We alternate between the NTA and ABA conventions and this year will be attending the ABA convention.

Develop Objectives:

The purpose of this step is to establish realistic, achievable objectives and assess the feasibility of your project in relation to stated objectives. Your objectives should be specific, measurable and realistic.

- Increase bed tax collections by 2% over 2012 collections
- Partner with at least one additional entity at each tradeshow expanding Butte’s presence and sharing the cost; generate at least 75 qualified leads from each show.
- Implement survey tools and tracking to measure visitation, inquiries, length of time on site and users sessions on the Butte CVB website
- Increase annual website visitation by 2% over 2012

Identify the portions of your marketing plan which support this project.

- Focus limited marketing dollars on travelers who have the propensity to travel to Montana and experience what Butte has to offer.
- Continue to highlight and incorporate Butte’s rich and colorful history as one of its main attributes (and specific interest of the Geotraveler) in all marketing and promoting efforts.
- Work collaboratively with the Montana Office of Tourism, Gold West Country and other regions and CVB’s and TBID’s to promote a quality and diverse visitor experience that is richer than the sum of its parts, encourages the preservation of Montana’s environment and quality of life.
- Highlight Butte and the surrounding area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.
- Increase year-round tourism revenues in Butte through seasonal marketing efforts focusing on the high-value-low impact traveler as identified in the strategic plan. Specific target markets include the leisure traveler, meeting and conventions, international, group and religious markets, and other niche markets as identified in the marketing plan.



- Recruit meeting/conventions, group tours and tournaments.
- Promote Butte's location at the intersection of two major Interstates as an ideal hub to explore SW Montana (easy day trips to Helena, Missoula, Bozeman, Dillon and the Big Hole Valley) as well as a place to spend a night along the route between Yellowstone and Glacier National Parks.

Does this project support the Strategic Plan? Yes

Goal 1: Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value-low impact visitors.

- Action 1.1 Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track and report results.
- 1.1c. Attend consumer travel shows that target high value, low impact markets.
- 1.1 d. Continue marketing to international travelers.
- 1.1 e. Enhance tracking/reporting and ROI from state regional and CVB advertising
- Action 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season.
- 1.2 a.. Amplify targeted sales and marketing to attract groups, meetings and conferences.
- 1.2 e. Continue to target tour operators to bring tours/packaged vacations to Montana

Goal 4: Enhance and preserve Montana's culture and history

- Action: 4.1 Promote existing historical/cultural asserts for the enjoyment of residents and visitors
- 4.1a. Use historic/cultural attractions as venues for conferences, events and seminars

Goal 5: Support appropriate business growth, including new tourism products and services For target customer markets

- Action: 5.1 Cultivate Opportunities to leverage private and public dollars to create tourism products attract new tourist markets

Goal 9: Increase funding to maintain sustainable tourism and recreation

- Action: 9.1 Seek increases in state funding for targeted tourism marketing/program facilities
- Action: 9.2 Foster opportunities to increase public and private marketing dollars
- Action: 9.3 Enhance funding for region and CVB marketing efforts

American Bus Association Budget

Project Description	State Funds	Other	Total
Professional Services			
ABA Dues	\$ 600.00	\$ 0.00	\$ 600.00
Registration	\$ 1000.00	\$ 0.00	\$ 1,000.00
Lodging	\$ 1000.00	\$ 0.00	\$ 1,000.00
Travel	\$ 500.00	\$ 0.00	\$ 500.00
Food	\$ 400.00	\$ 0.00	\$ 400.00
Misc.	\$ 49.00	\$ 0.00	\$ 49.00
Project Total	\$ 3549.00	\$ 0.00	\$ 3,549.00



Organization Name: Butte-Silver Bow Convention and Visitor Bureau

Project Name: RMI Round-up

Application Completed by: Butte CVB

Approval Requested

Final

Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Montana Office of Tourism has been marketing to International visitors through Rocky Mountain International (RMI) for over fifteen years. Rocky Mountain International, headquartered in Wyoming, coordinates marketing efforts in numerous of the major European markets. Tour operators, travel agents and media work together to promote the region as a desired overseas destination for FIT, fly-drive and group travel.

Butte hosted the RMI Round-Up in 2006. This gave the community and local suppliers an opportunity to highlight Butte's attractions, history and facilities to forty-five European tour operators. We would like to continue building awareness and fostering relationships with International tour operators through RMI, to promote and sell Butte as a premier western destination or overnight stop.

Develop Objectives:

The purpose of this step is to establish realistic, achievable objectives and assess the feasibility of your project in relation to stated objectives. Your objectives should be specific, measurable and realistic.

- Increase bed tax collections by 2% over 2012 collections
- Partner with at least one additional entity at each tradeshow expanding Butte's presence and sharing the cost and generate at least 75 qualified leads from each show.
- Increase annual website visitation by 2% over 2012

Identify the portions of your marketing plan which support this project,

- Focus limited marketing dollars on travelers who have the propensity to travel to Montana and experience what Butte has to offer.
- Continue to highlight and incorporate Butte's rich and colorful history as one of its main attributes (and specific interest of the Geotraveler) in all marketing and promoting efforts.
- Work collaboratively with the Montana Office of Tourism, Gold West Country and other regions and CVB's and TBID's to promote a quality and diverse visitor experience that is richer than the sum of its parts, encourages the preservation of Montana's environment and quality of life.
- Highlight Butte and the surrounding area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.



- Increase year-round tourism revenues in Butte through seasonal marketing efforts focusing on the high-value-low impact traveler as identified in the strategic plan. Specific target markets include the leisure traveler, meeting and conventions, international, group and religious markets, and other niche markets as identified in the marketing plan.
- Recruit meeting/conventions, group tours and tournaments.
- Promote Butte's location at the intersection of two major Interstates as an ideal hub to explore SW Montana (easy day trips to Helena, Missoula, Bozeman, Dillon and the Big Hole Valley) as well as a place to spend a night along the route between Yellowstone and Glacier National Parks.

Does this project support the Strategic Plan? Yes

Goal 1: Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value-low impact visitors.

- Action 1.1 Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track and report results
 - 1.1 c. Attend consumer travel shows that target specific high value, low impact markets.
 - 1.1 d. Continue marketing to international travelers.
 - 1.1 e. Enhance tracking/reporting and ROI from state regional and CVB advertising
- Action 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season.
 - 1.2 a. Amplify targeted sales and marketing to attract groups, meetings and conferences.
 - 1.2 e. Continue to target tour operators to bring tours/packaged vacations to Montana

Goal 4: Enhance and preserve Montana's culture and history

- Action: 4.1 Promote existing historical/cultural assets for the enjoyment of residents and visitors
 - 4.1a. Use historic/cultural attractions as venues for conferences, events and seminars

Goal 5: Support appropriate business growth, including new tourism products and services for target customer markets

- Action: 5.1 Cultivate Opportunities to leverage private and public dollars to create tourism products attract new tourist markets

Goal 9: Increase funding to maintain sustainable tourism and recreation

- Action: 9.2 Foster opportunities to increase public and private marketing dollars
- Action: 9.3 Enhance funding for region and CVB marketing efforts

Rocky Mountain International Budget

Project Description	State Funds	Other	Total
Professional Services			
Design & Printing	\$ 50.00	\$ 0.00	\$ 50.00
RMI Dues/Registration	\$ 500.00	\$ 0.00	\$ 500.00
Travel	\$ 650.00	\$ 0.00	\$ 650.00
Lodging	\$ 300.00	\$ 0.00	\$ 300.00
Food	\$ 200.00	\$ 0.00	\$ 200.00
Misc.	\$ 100.00	\$ 0.00	\$ 100.00
Project Total	\$ 1,800.00	\$ 0.00	\$ 1,800.00



Butte St. Patrick's Day parade



Organization Name: Butte-Silver Bow Convention and Visitor Bureau

Project Name: Go WEST Summit

Application Completed by: Butte CVB

Approval Requested <input checked="" type="checkbox"/> Final <input type="checkbox"/> Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Last year, the Butte Chamber of Commerce/Convention and Visitor's Bureau looked to expand into new markets and attended The Go West Summit in Boise, Idaho in February 2012. This is the premiere International travel show for the America West and is attended by a representative from MTOT.

The Butte CVB had the opportunity to network with suppliers (Travel Agents and Group Tour Operators) from other countries as well as receptive travel and tour operators in the states that assist foreign country operators. We were able to choose our appointments based on operator profiles and the amount of business they have placed in the state and our area.

We have found that repetition at these shows not only builds relationships but also increases the opportunity for potential visitors. We would like to continue this effort in FY 13.

Develop Objectives:

The purpose of this step is to establish realistic, achievable objectives and assess the feasibility of your project in relation to stated objectives. Your objectives should be specific, measurable and realistic.

- Increase bed tax collections by 2% over 2012 collections
- Partner with at least one additional entity at each tradeshow expanding Butte's presence and sharing the cost and generate at least 75 qualified leads from each show.
- Increase annual website visitation by 2% over 2012

Identify the portions of your marketing plan which support this project.

- Focus limited marketing dollars on travelers who have the propensity to travel to Montana and experience what Butte has to offer.
- Continue to highlight and incorporate Butte's rich and colorful history as one of its main attributes (and specific interest of the Geotraveler) in all marketing and promoting efforts.



- Work collaboratively with the Montana Office of Tourism, Gold West Country and other regions and CVB's and TBID's to promote a quality and diverse visitor experience that is richer than the sum of its parts, encourages the preservation of Montana's environment and quality of life.
- Highlight Butte and the surrounding area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.
- Increase year-round tourism revenues in Butte through seasonal marketing efforts focusing on the high-value-low impact traveler as identified in the strategic plan. Specific target markets include the leisure traveler, meeting and conventions, international, group and religious markets, and other niche markets as identified in the marketing plan.
- Recruit meeting/conventions, group tours and tournaments.
- Promote Butte's location at the intersection of two major Interstates as an ideal hub to explore SW Montana (easy day trips to Helena, Missoula, Bozeman, Dillon and the Big Hole Valley) as well as a place to spend a night along the route between Yellowstone and Glacier National Parks.

Does this project support the Strategic Plan? Yes

Goal 1: Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value-low impact visitors.

- Action 1.1 Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track and report results
 - 1.1 c. Attend consumer travel shows that target specific high value, low impact markets.
 - 1.1 d. Continue marketing to international travelers.
 - 1.1 e. Enhance tracking/reporting and ROI from state regional and CVB advertising
- Action 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season.
 - 1.2 a. Amplify targeted sales and marketing to attract groups, meetings and conferences.
 - 1.2 e. Continue to target tour operators to bring tours/package vacations to Montana

Goal 4: Enhance and preserve Montana's culture and history

- Action: 4.1 Promote existing historical/cultural assets for the enjoyment of residents and visitors
 - 4.1a. Use historic/cultural attractions as venues for conferences, events and seminars

Goal 5: Support appropriate business growth, including new tourism products and services for target customer markets

- Action: 5.1 Cultivate Opportunities to leverage private and public dollars to create tourism products attract new tourist markets

Goal 9: Increase funding to maintain sustainable tourism and recreation

- Action: 9.2 Foster opportunities to increase public and private marketing dollars
- Action: 9.3 Enhance funding for region and CVB marketing efforts



Go WEST Summit Budget

Project Description	State Funds	Other	Total
Professional Services			
Design and Printing	\$ 50.00	\$ 0.00	\$ 50.00
Go WEST Registration/ Dues	\$ 1,545.00	\$ 0.00	\$ 1,545.00
Travel	\$ 305.00	\$ 0.00	\$ 305.00
Lodging	\$ 400.00	\$ 0.00	\$ 400.00
Food	\$ 150.00	\$ 0.00	\$ 150.00
Misc.	\$ 50.00	\$ 0.00	\$ 50.00
Project Total	\$ 2,500.00	\$ 0.00	\$ 2,500.00



Organization Name: Butte-Silver Bow Convention and Visitor Bureau

Project Name: Calgary Outdoor Travel Show

Application Completed by: Butte CVB

Approval Requested

Final

Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Last year, the Butte Chamber of Commerce/Convention and Visitor's Bureau looked to expand into new leisure markets and attended Calgary Outdoor Travel Show in March 2012. The Outdoor Adventure & Travel Show is the largest consumer show in Western Canada and brings together buyers and sellers of outdoor adventure products & services. We continue to see more and more business from Western Canada and feel that our location on I-15 is the perfect fit for this market as we are an 8.5-hour drive from Calgary.

Approximately 15,000 people attend this show each year and there are several other cities attended from Montana including Helena, Kalispell, and Russell Country Tourism Region. Sellers and buyers are not all specifically outdoor adventure enthusiasts but people looking for new things to do and see.

We have found that repetition at these shows not only builds relationships but also increases the opportunity for potential visitors. We would like to continue this effort in FY 13.

Develop Objectives:

The purpose of this step is to establish realistic, achievable objectives and assess the feasibility of your project in relation to stated objectives. Your objectives should be specific, measurable and realistic.

- Increase bed tax collections by 2% over 2012 collections
- Partner with at least one additional entity at each tradeshow expanding Butte's presence and sharing the cost and generate at least 75 qualified leads from each show.
- Increase annual website visitation by 2% over 2012

Identify the portions of your marketing plan which support this project.

- Focus limited marketing dollars on travelers who have the propensity to travel to Montana and experience what Butte has to offer.
- Continue to highlight and incorporate Butte's rich and colorful history as one of its main attributes (and specific interest of the Geotraveler) in all marketing and promoting efforts.



- Work collaboratively with the Montana Office of Tourism, Gold West Country and other regions and CVB's and TBID's to promote a quality and diverse visitor experience that is richer than the sum of its parts, encourages the preservation of Montana's environment and quality of life.
- Highlight Butte and the surrounding area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.
- Increase year-round tourism revenues in Butte through seasonal marketing efforts focusing on the high-value-low impact traveler as identified in the strategic plan. Specific target markets include the leisure traveler, meeting and conventions, international, group and religious markets, and other niche markets as identified in the marketing plan.
- Recruit meeting/conventions, group tours and tournaments.
- Promote Butte's location at the intersection of two major Interstates as an ideal hub to explore SW Montana (easy day trips to Helena, Missoula, Bozeman, Dillon and the Big Hole Valley) as well as a place to spend a night along the route between Yellowstone and Glacier National Parks.

Does this project support the Strategic Plan? Yes

Goal 1: Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value-low impact visitors.

- Action 1.1 Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track and report results
 - 1.1 c. Attend consumer travel shows that target specific high value, low impact markets.
 - 1.1 d. Continue marketing to international travelers.
 - 1.1 e. Enhance tracking/reporting and ROI from state regional and CVB advertising
- Action 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season.
 - 1.2 a. Amplify targeted sales and marketing to attract groups, meetings and conferences.
 - 1.2 e. Continue to target tour operators to bring tours/package vacations to Montana

Goal 4: Enhance and preserve Montana's culture and history

- Action: 4.1 Promote existing historical/cultural assets for the enjoyment of residents and visitors
 - 4.1a. Use historic/cultural attractions as venues for conferences, events and seminars

Goal 5: Support appropriate business growth, including new tourism products and services for target customer markets

- Action: 5.1 Cultivate Opportunities to leverage private and public dollars to create tourism products attract new tourist markets

Goal 9: Increase funding to maintain sustainable tourism and recreation

- Action: 9.2 Foster opportunities to increase public and private marketing dollars
- Action: 9.3 Enhance funding for region and CVB marketing efforts



Calgary Outdoor Travel Show Budget

Project Description	State Funding	Other	Total
Professional Services			
COTS Registration	\$ 1575.00	\$ 0.00	\$ 1575.00
Travel	\$ 500.00	\$ 0.00	\$ 500.00
Lodging	\$ 480.00	\$ 0.00	\$ 480.00
Food	\$ 168.00	\$ 0.00	\$ 168.00
Misc.	\$ 100.00	\$ 0.00	\$ 100.00
TOTAL	\$ 2,823.00	\$ 0.00	\$ 2,823.00



Organization Name: Butte-Silver Bow Convention and Visitor Bureau

Project Name: Going On Faith Market Place

Application Completed by: Butte CVB

Approval Requested <input checked="" type="checkbox"/> Final <input type="checkbox"/> Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Last year the Butte Chamber of Commerce/Convention and Visitor Bureau expanded into new leisure markets and attended the Going on Faith Marketplace in August 2011 in Alexandria, Virginia. Faith-Based tourism is one of the fastest growing trends in the travel industry. Thought of by some as a motor coach industry, this dynamic marketplace includes over 300 million consumers traveling on a religious-themed trip, for missionary purposes or on a leisure trip with members of their congregation. Religious travelers include youth, adult and senior consumers. With 50,000 churches running travel programs in the U.S. alone, faith travel groups enjoy a strong base of existing customers. Butte has much to offer this religious travel market including, Our Lady of the Rockies, the unique architecture and stained glass of many beautiful churches as well as Butte’s many attractions and colorful history.

We have found that repetition at these shows not only build relationships but also increases the opportunity for potential visitors. We would like to continue this effort in FY 13

Develop Objectives:

The purpose of this step is to establish realistic, achievable objectives and assess the feasibility of your project in relation to stated objectives. Your objectives should be specific, measurable and realistic.

- Increase bed tax collections by 2% over 2012 collections
- Partner with at least one additional entity at each tradeshow expanding Butte’s presence and sharing the cost and generate at least 75 qualified leads from each show.
- Increase annual website visitation by 2% over 2012

Identify the portions of your marketing plan which support this project.

- Focus limited marketing dollars on travelers who have the propensity to travel to Montana and experience what Butte has to offer.
- Continue to highlight and incorporate Butte’s rich and colorful history as one of its main attributes (and specific interest of the Geotraveler) in all marketing and promoting efforts.



- Work collaboratively with the Montana Office of Tourism, Gold West Country and other regions and CVB's and TBID's to promote a quality and diverse visitor experience that is richer than the sum of its parts, encourages the preservation of Montana's environment and quality of life.
- Highlight Butte and the surrounding area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.
- Increase year-round tourism revenues in Butte through seasonal marketing efforts focusing on the high-value-low impact traveler as identified in the strategic plan. Specific target markets include the leisure traveler, meeting and conventions, international, group and religious markets, and other niche markets as identified in the marketing plan.
- Recruit meeting/conventions, group tours and tournaments.
- Promote Butte's location at the intersection of two major Interstates as an ideal hub to explore SW Montana (easy day trips to Helena, Missoula, Bozeman, Dillon and the Big Hole Valley) as well as a place to spend a night along the route between Yellowstone and Glacier National Parks.

Does this project support the Strategic Plan? Yes

Goal 1: Increase four-season tourism revenues through effective marketing and promotions, focusing on high-value-low impact visitors.

- Action 1.1 Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track and report result
 - 1.1 c. Attend consumer travel shows that target specific high value, low impact markets.
 - 1.1 d. Continue marketing to international travelers.
 - 1.1 e. Enhance tracking/reporting and ROI from state regional and CVB advertising
- Action 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season.
 - 1.2 a. Amplify targeted sales and marketing to attract groups, meetings and conferences.
 - 1.2 e. Continue to target tour operators to bring tours/package vacations to Montana

Goal 4: Enhance and preserve Montana's culture and history

- Action: 4.1 Promote existing historical/cultural assets for the enjoyment of residents and visitors
 - 4.1a. Use historic/cultural attractions as venues for conferences, events and seminars

Goal 5: Support appropriate business growth, including new tourism products and services for target customer markets

- Action: 5.1 Cultivate Opportunities to leverage private and public dollars to create tourism products attract new tourist markets

Goal 9: Increase funding to maintain sustainable tourism and recreation

- Action: 9.2 Foster opportunities to increase public and private marketing dollars
- Action: 9.3 Enhance funding for region and CVB marketing efforts



Going On Faith Market Place Budget

Project Description	State Funds	Other	Total
Professional Services			
Design and Printing	\$ 100.00	\$ 0.00	\$100.00
Retractable Tradeshow Banner Stand	\$ 400.00	\$ 0.00	\$400.00
Registration	\$ 1,345.00	\$ 0.00	\$ 1345.00
Travel	\$ 450.00	\$ 0.00	\$ 450.00
Lodging	\$ 650.00	\$ 0.00	\$ 650.00
Food	\$ 172.00	\$ 0.00	\$ 172.00
Misc.	\$ 100.00	\$ 0.00	\$ 100.00
Project Total	\$ 3,217.00	\$ 0.00	\$ 3217.00



Butte, Montana "The Richest Hill on Earth"