



1000 George Street, Butte, MT 59701  
406-723-3177 [www.buttecvb.com](http://www.buttecvb.com)

## PURPOSE

The purpose of the Butte-Silver Bow Convention and Visitor Bureau is to increase the number of visitors to the area by promoting many of Butte's unique strengths as well as working with state and regional partners to accomplish our goals.

Our primary objective will focus on increasing the number of high-value, low-impact visitors throughout the year as well as increase the length of stay for those visitors. We hope to accomplish this by obtaining more meetings/conventions, promoting and attracting international and group visitors as well as encourage niche markets to tour the cultural and historic aspects of Butte. We will also enhance our new user friendly website with a mobile website for smart phones while keeping our current website fresh. We are also trying to tap into new markets such as the Religious Travel Market who we feel would enjoy Our Lady of the Rockies and our many beautiful churches with their unique architecture and stained glass.

We will continue to promote to the Outdoor Recreation Market for our wonderful biking trails, running and walking trails, fishing and so much more. We truly believe that there is something for everyone in Butte and we want to try new venues and markets to reach new and old visitors.

## MARKET SITUATION

Currently Butte represents a diversifying economy with strong roots in mining, and has had recent success in attracting small businesses and high-tech companies to the area while showcasing itself as a model city in environmental reclamation. A growing urban trail system is providing expanding recreational amenities for residents and visitors alike. Well-established regional festivals are reviving the city's reputation as an art center with theater performances and celebrations of Butte's unique ethnic background. Butte also is the host city for the Montana Folk Festival. The Montana Folk Festival will "return" for the first time ever this July. After three years as the host for the National Folk Festival, Montana organizers have decided that as long as the community and statewide support for the free event remains strong, the festival will go forward for many years to come under a new name.

Butte experienced a 4 percent increase in visitors in 2010 which we feel is very encouraging considering we encountered a 3% decrease the year before. We held even with Gold West Country at 4% and trailed just slightly behind the state average of 7%.

## STRENGTHS

**History** Butte's history tells the story of an internationally renowned city that produced fabulous fortunes from its mining, and epic struggles for political power by the wealthy Copper Kings and labor organizations. Butte's many historic attractions, such as theaters, churches and architecture, serve as a portal to that rich history. Other important pieces of Butte's past include the Berkeley Pit, Trolley, Stamp Mills, Our Lady of the Rockies, and one of the largest, most well preserved National Historic Districts in the country.

Butte's most recognizable icon, the headframe, has been made into a work of art that can be seen in bright red LED lights every night of the year on the Butte hill. It is also the art piece in the logo for Butte-Silver Bow Convention and Visitor Bureau.

**City Tours** The fastest and most colorful way to learn about Butte is a Trolley Tour. In about two hours, guests see where the characters, famous folk, miners and scoundrels lived and worked. Plus, they hear how they made Butte the lively, urban center it was. Drivers are especially chosen because of their knowledge of Butte history and folklore, which is presented in an entertaining manner.

This is the first year of Butte Urban Safari Tours, created to fill a niche in the local touring market. They envision the tour company to be one that will compliment the local tours already available.

They can take you anywhere you want to go, as well as let you on and off the vehicle at your request. While chock-full of local history, the tours are also very personalized. Like all Butte locals, they take great pride in Butte and want to share that. They want to make you come back!

**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.

**Diverse Arts & Culture** Our diverse arts and culture is depicted in our many museums and art centers; World Museum of Mining, Clark Chateau Mansion, Copper King Mansion, Piccadilly Museum of Transportation, and the Mai Wah Museum, Museum of Fine Art, Butte Silver-Bow Arts Center and Mother Lode Theatre ... just to name a few.

**Events** 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 for the Montana Folk Festival formerly known as the National Folk Festival which Butte is going to continue as an annual event.

**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.

**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.

## CHALLENGES

Stopping	Butte's location provides much traffic from visitors traveling on I-90 between Yellowstone and Glacier. However, it can be difficult to get those visitors to stop and explore Butte.
Education	Butte has spent millions of dollars over the last two decades in environmental reclamation projects. It's important to continually educate our residents and visitors on the great strides the city has made on these projects.
Air Service	Few options and almost zero direct flights exist when traveling by air into Butte. These air-service limitations make attracting out-of-state visitors and/or meetings and conventions difficult. Also, the lack of in-state air service decreases the amount of business and leisure travel.
Operating	Attractions and retailers often reduce operating hours and services, especially in shoulder seasons.
Economy	With gas prices increasing and predicted to continue we feel there could be a negative impact on long distance travel.

## GOALS

- Consistently promote Butte's image, Butte – Richest Hill on Earth, and secondary image themes, including its uniqueness and authenticity, in all marketing efforts, and to encourage businesses to buy into this image.
- Increase all season visitors through marketing our meeting/convention facilities, international and group markets, religious markets and other niche markets while promoting tours such as Old Butte Historical Adventures and museums.
- Upgrade the Butte CVB website by adding virtual tours, imagery, up-to-date information, trip itineraries, add a mobile website and links to buy tickets or make reservations.
- Work closely with the Montana Office of Tourism, Gold West Country and other regions to encourage visitors to combine their visit to the Butte area with other destinations in the state.
- Develop the Butte area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.
- Develop a social-networking presence by creating and maintaining Facebook, Twitter and You Tube accounts that discuss events and happenings in Butte.

# 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.

## **1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions**

“...Penetrate new markets, and improve marketing effectiveness with a consistent message and brand.” (Page 49)

## **1.1.c. Attend consumer travel shows that target specific high value, low impact markets.**

Disseminate show information to tourism/recreation partners. Develop packages that target consumer show customers.” (Page 50)

## **1.1.d. Continue marketing to international travelers.**

“Disseminate tour operator/media leads and copies of articles published to international travel publications...” (Page 50)

## **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**

“...involved citizens, businesses, and universities to assist with group and event recruitment.” (Page 50)

### **1.2.e. Continue to target tour operators to bring group tours and packaged vacations to Montana.**

“Promote Montana as an off-peak season destination for group/package education and experiential tours.” (Page 52)

### **1.3.b Implement the new Montana tourism brand to enhance the state’s image and message in priority markets.**

”Encourage tourism and recreation partners statewide to incorporate the Montana Brand into marketing efforts (Page 53)

## **4.1 Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.**

### **4.1.a. Use local historic/cultural/tribal attractions as venues for conferences, events, and educational seminars.**

“Work cooperatively to use historic/cultural, attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.” (Page 59)

### **5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.**

“Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets...” (Page 63)

## **9.3 Enhance funding for region and CVB marketing efforts.**

”Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.” (Page 75)

## MEASURABLE OBJECTIVES

Our objectives for the FY12 plan year will consist of:

- Maintain and/or grow bed tax collections by 4%.
- To have at least five (5) FAM tours spaced throughout the year in the Butte area.
- Grow niche markets that come to Butte throughout the year. Niche markets could include but are not limited to: individuals and groups from both the domestic and international markets, religious market and the outdoor recreation market.
- 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.

## TARGET GEOGRAPHIC MARKETS

Our geographic target markets are defined by the research conducted by ITRR, Faith Based Travel statistics as well as information gathered from the Butte Visitor Center.

**Current Montana Residents** With the state of the economy, people will be staying closer to home. We'll look at marketing towards other ends of the state (e.g. eastern part) to attract visitors with the many activities in and around Butte.

**Surrounding States** Forty-seven percent of Montana travelers have originated from surrounding states, such as Washington, Idaho, Wyoming, California, North Dakota and Utah. This is a prime market for Butte, not to mention other surrounding states such as South Dakota, Colorado, Minnesota and Oregon.

## TARGET DEMOGRAPHICS

**Geo-tourist** Those tourists who seek to sustain or enhance the geographic character of the place being visited including its environment, culture, heritage, landmarks, and the well being of its residents. One quarter of this group resides in the nearby Pacific region, and 10 percent are in the Mountain region. Ages ranging from 30 to 65 with annual incomes of \$60,000 to \$100,000 and a four-year college education.

**Families/Boomers** Married couples or singles 35-54 years of age, college educated, with children, usually less than 18 years of age in the household and household incomes of \$60,000-plus.

**Cultural & Heritage Travelers** This segment consists of individuals, 35-plus years of age, college educated with annual household incomes of \$60,000-plus who enjoy learning about Western History and Culture. They visit historic sites and landmarks, and are interested in festivals and fairs about the West.

## Religious Faith Based Tourism

One of the fastest growing trends in the travel industry is faith-based tourism. Thought of by some as a carriage 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.

## MARKETING STRATEGY

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

- Continue joint ventures with the Montana Office of Tourism as opportunities arise. This effort provided numerous inquiries for the Butte-Silver Bow CVB.
- Support the Gold West Country Visitor Guide with advertisements for the Butte-Silver Bow area.
- Support the Glacier Country Visitor Guide with advertisements for the Butte-Silver Bow area.
- Focus on meeting/convention planners by attending a show.
- Update, reprint and distribute Butte-Silver Bow CVB visitor guide. The guide will contain important information regarding Butte's many activities and attractions. The guide will be strategically distributed throughout the state as well as used as a fulfillment piece for individuals who request the guide via phone or email.
- Continue the process of upgrading our current website by adding virtual tours, better search engine optimization, trip itineraries, mobile website development and link to reservation and booking capabilities.
- Continue support of Superhost program.
- Work with Gold West Country and other Gold West members to execute their marketing plan and campaign for the FY12 year.
- Continue to hold memberships with the American Bus Association and National Tour Association while alternating their Marketplaces each year. This year we will attend the National Tour Association to develop and foster new and old relationships in hopes to attract tour groups to our area.
- Go for the second year to the Calgary Outdoor Adventure and Travel Show. A consumer trade show. Butte is a mere 8 ½ hour drive from Calgary. We have the opportunity to capture leisure visitors as well as snowbirds enroute to and from their warmer winter destinations like Arizona.
- For the first time we will participate in the Going on Faith Marketplace in Alexandria, VA. With Our Lady of the Rockies, a non-denominational stature of the Mother Mary and our beautiful churches we feel this is a definite market that we should tap into.
- Lastly we will continue to target RMI (Rocky Mountain International) and Go West Summit to attract the individual and group International Market.

2011 BUDGET PAGE

<b>Project Description</b>	<b>Project Budget</b>	<b>Total Budget</b>
<b>Marketing Support</b>		<b>\$ 40,323.00</b>
Administration (max 20%)	\$ 15,823.00	
Opportunity Marketing (max 10%)	\$ 1,000.00	
Co-Operative Marketing w/MHC (20% Max)	\$ 2,000.00	
TAC Meetings, gov. cf and partners marketing	\$ 1,500.00	
Joint Ventures – w/Montana Office of Tourism	\$ 15,000.00	
Joint Ventures – Internet/Print – Gold West	\$ 5,000.00	
<b>Consumer Advertising</b>		<b>\$ 10,300.00</b>
Gold West Visitor Guide	\$ 2,760.00	
Glacier Country Guide	\$ 2,362.00	
Billboards, Rent & Production	\$ 2,878.00	
Certified Folder Yellowstone & Glacier Maps	\$ 2,300.00	
<b>Internet</b>		<b>\$ 11,200.00</b>
Upgrading/Social Media Component/SEO	\$ 5,000.00	
Virtual Tour	\$ 4,000.00	
Mobile Website	\$ 2,200.00	
<b>Publications</b>		<b>\$ 10,000.00</b>
Visitor Guide	\$ 10,000.00	
<b>Telemarketing/Fulfillment</b>		<b>\$ 10,500.00</b>
Toll Free Number	\$ 1,000.00	
Delivery Service - Certified Folder	\$ 4,000.00	
Postage/Shipping	\$ 5,000.00	
Mileage/Meals	\$ 500.00	
<b>Tourism Development</b>		<b>\$ 29,775.00</b>
VIC Staffing	\$ 15,000.00	
ABA Dues	\$ 550.00	
NTA Dues	\$ 3,549.00	
RMI Roundup Reg/Travel	\$ 1,800.00	
Go West Summit Reg/Travel	\$ 2,836.00	
Calgary Outdoor Travel Show Reg/Travel	\$ 2,823.00	
Going On Faith Trade Show Reg/Travel	\$ 3,217.00	
<b>TOTAL BUDGET REQUESTED</b>	<b>\$ 112,098.00</b>	<b>\$ 112,098.00</b>
FY10 Projected Revenue	\$ 79,117.00	<b>\$ 112,098.00</b>
FY09 Rollover Funds and Uncommitted Funds	\$ 32,981.00	
Difference		<b>\$ 0</b>

**Organization Name**                    **Butte-Silver Bow CVB**

**Project Name**                    **Internet and Print Joint Venture**

**Application Completed by**   **Paula Ruark**

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

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 CVB plans to partner with Gold West Country in some if not all opportunities they offer to partner in that are a good fit for our area and we can afford. In the past year Gold West has offered opportunities to have Banner ads on TripAdvisor.com and Yahoo.com as well as some print opportunities such as Sunset or Travel and Leisure. We would like to take advantage of these partnerships as it gives us opportunities we would not be able to do on our own with our limited budget.

Refer to the portions of your marketing plan, which support this project.

## **Objectives**

Include the objectives from the narrative portion of your marketing plan that support this project.

- Maintain and/or grow bed tax collections by 4%.
- Grow niche markets that come to Butte throughout the year. Niche markets could include but are not limited to: individuals and groups from the domestic and international markets, religious market and the outdoor recreation market.
- Continue to promote and enhance the Butte adventure passes 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.

## **Goals**

- Consistently promote Butte’s image, Butte – Richest Hill on Earth, and secondary image themes, including its uniqueness and authenticity, in all marketing efforts, and to encourage businesses to buy into this image.
- Increase all season visitors through marketing our meeting/convention facilities, international and group markets, religious markets and other niche markets while promoting tours such as Old Butte Historical Adventures and museums.
- Work closely with the Montana Office of Tourism, Gold West Country and other regions to encourage visitors to combine their visit to the Butte area with other destinations in the state.
- Develop the Butte area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.

## TARGET GEOGRAPHIC MARKET

Current Montana Residents	With the state of the economy, people will be staying closer to home. We'll look at marketing towards other ends of the state (e.g. eastern part) to attract visitors with the many activities in and around Butte.
Surrounding States	Forty-seven percent of Montana travelers have originated from surrounding states, such as Washington, Idaho, Wyoming, California, North Dakota and Utah. This is a prime market for Butte, not to mention other surrounding states such as South Dakota, Colorado, Minnesota and Oregon.

## TARGET DEMOGRAPHIC MARKET

Geo-tourist	Those tourists who seek to sustain or enhance the geographic character of the place being visited including its environment, culture, heritage, landmarks, and the well being of its residents. One quarter of this group resides in the nearby Pacific region, and 10 percent are in the Mountain region. Ages ranging from 30 to 65 with annual incomes of \$60,000 to \$100,000 and a four-year college education.
Families/Boomers	Married couples or singles 35-54 years of age, college educated, with Children, usually less than 18 years of age in the household and household incomes of \$60,000-plus.
Cultural & Heritage Travelers	This segment consists of individuals, 35-plus years of age, college educated with annual household incomes of \$60,000-plus who enjoy learning about Western History and Culture. They visit historic sites and landmarks, and are interested in festivals and fairs about the West.

A project application will be submitted to the Tourism Advisory Council for final approval.

How does this project support the Strategic Plan?

**1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions...**

"...Leverage public and private marketing investments to expand Montana's reach..." (Page 49)

**1.1.b. Continue winter marketing, promoting Montana as a superb destination for skiing snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a "snow experience."**

"Identify new winter target markets with accompanying promotional efforts annually." (Page 49)

**1.3.b. Implement the new Montana tourism brand to enhance the state's image and message in priority markets.**

"Encourage tourism and recreation partners statewide to incorporate the Montana brand into marketing efforts." (Page 53)

Detail pages attached    Yes    (X) No

**Budget page must be attached for approval.**

**Internet and Print Joint Venture**

	<b>Butte CVB Funds</b>	<b>Other Funds</b>		<b>Total</b>
<b>PROFESSIONALSERVICES:</b>				
Production	\$500	\$10,900	=	\$11,400
<b>TOTAL</b>	\$500	\$10,900		\$11,400
Internet Buy	\$2,500			\$2,500
Print Media Buy	\$2,000			\$2,000
<b>TOTAL</b>	\$5,000	\$10,900		\$16,400
				\$57,550
<b>REGION/CVB PROJECT TOTAL</b>	\$5,000	<b>\$57,550</b>	+	<b>\$73,950</b>

**Organization Name:** Butte-Silver Bow Area Chamber of Commerce/Convention/Visitors Bureau

**Project Name:** Consumer Advertising

**Application Completed by:** Paula Ruark

<b>Approval Requested</b> <input checked="" type="checkbox"/> <b>Final</b> <input type="checkbox"/> <b>Preliminary</b>
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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 2012 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
  
- **Billboards**
  - 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

## **Objectives**

Refer to the portions of your marketing plan, which support this project.

- Maintain and/or grow bed tax collections by 4%.
- Grow niche markets that come to Butte throughout the year. Niche markets could include but are not limited to: individuals and groups from the domestic and international markets, religious market and the outdoor recreation market.
- Continue to promote and enhance the Butte adventure passes 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.

## Goals

- Consistently promote Butte’s image, Butte – Richest Hill on Earth, and secondary image themes, including its uniqueness and authenticity, in all marketing efforts, and to encourage businesses to buy into this image.
- Increase all season visitors through marketing our meeting/convention facilities, international and group markets, religious markets and other niche markets while promoting tours such as Old Butte Historical Adventures and museums.
- Develop the Butte area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.

## TARGET GEOGRAPHIC MARKET

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Surrounding States	Forty-seven percent of Montana travelers have originated from surrounding states, such as Washington, Idaho, Wyoming, California, North Dakota and Utah. This is a prime market for Butte, not to mention other surrounding states such as South Dakota, Colorado, Minnesota and Oregon.

## TARGET DEMOGRAPHIC

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Cultural & Heritage Travelers	This segment consists of individuals, 35-plus years of age, college educated with annual household incomes of \$60,000-plus who enjoy learning about Western History and Culture. They visit historic sites and landmarks, and are interested in festivals and fairs about the West.

## How does this project support the Strategic Plan?

### 1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions

“...Penetrate new markets, and improve marketing effectiveness with a consistent message and brand.” (Page 49)

### 5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.

“Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets...” (Page 63)

You may put additional information on the back if necessary.

Detail pages attached    Yes    No (X)

### PROJECT BUDGET

PROJECT NAME:    Consumer Advertising

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
Ad Production	\$3,540.00	+	0	=	\$3,540.00
	0	+	0	=	0
<b>TOTAL</b>	<b>\$3,540.00</b>		<b>\$0</b>		<b>\$3,540.00</b>
<b>CONSUMER ADVERTISING</b>					
Gold West Visitor Guide	\$2,260.00	+		=	\$2,260.00
Certified Folder Glacier & Yellowstone Map	\$2,000.00	+		=	\$2,000.00
Glacier Guide	\$2,000.00	+		=	\$2,000.00
Billboard Rent	\$500.00	+		=	\$500.00
				=	
<b>TOTAL</b>	<b>\$10,300.00</b>				<b>\$10,300.00</b>
<b>REGION/CVB PROJECT TOTAL</b>	<b>\$10,300.00</b>	+	<b>\$0</b>		<b>\$10,300.00</b>

**Organization Name**

**Butte-Silver Bow Area CVB**

**Project Name**

**Mobile Website, Upgrade current website,  
Search Engine Optimization and Social  
Media Component Development**

**Approval Requested**

Final

Preliminary

**Application Completed by Paula Ruark**

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.

As more and more travelers research and book their vacations online, a professional, informative, well presented Convention and Visitors Bureau web site is essential to represent the Butte Community to the traveling public. All marketing is pushing the public to get more information via the Internet. www.buttecvb.com was redesigned spring 2010 but it still needs a mobile version of the website as well as virtual tours, social media and updates to better represent the attractions and community of Butte to potential visitors. Most of the Consumer Advertising and Publication pieces prominently display the web site as a vehicle for consumers to seek more information. Meeting and convention planners will also have a consolidated Internet location to obtain information on meeting facilities in Butte Silver Bow County.

### **Web Site**

Upgrade web site to keep the attractions and community information as well as photo content up to date and current. Implement Search engine optimization. Develop a mobile website and add Virtual Tours.

### **Objectives**

Include the objectives from the narrative portion of your marketing plan that support this project.

- Maintain and/or grow bed tax collections by 4%.
- Grow niche markets that come to Butte throughout the year. Niche markets could include but are not limited to: individuals and groups from the domestic and international markets, religious market and the outdoor recreation market.
- Continue to promote and enhance the Butte adventure passes for visitors who visit Butte.
- Increase our Event and Festival attendance throughout the year.
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- Upgrade the Butte CVB website by adding virtual tours, imagery, up-to-date information, trip itineraries, add a mobile website and links to buy tickets or make reservations.
- Develop the Butte area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.
- Develop a social-networking presence by creating and maintaining Facebook, Twitter and You Tube accounts that discuss events and happenings in Butte.

How does this project support the Strategic Plan?

### **1.1. d. Continue marketing to international travelers.**

“Disseminate tour operator/media leads and copies of articles published to international travel publications...” (Page 50)

### **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**

“...involved citizens, businesses, and universities to assist with group and event recruitment.” (Page 50)

#### **1.2.b. Work with local sports groups/clubs to attract regional and national sports competitions in off-peak seasons.**

“Identify opportunities to use existing facilities to host sports competitions.” (Page 50)

#### **1.2.e. Continue to target tour operators to bring group tours and packaged vacations to Montana.**

“Promote Montana as an off-peak season destination for group/package education and experiential tours.” (Page 52)

#### **1.3.b Implement the new Montana tourism brand to enhance the state’s image and message in priority markets.**

”Encourage tourism and recreation partners statewide to incorporate the Montana Brand into marketing efforts (Page 53)

### **4.1 Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.**

#### **4.1.a. Use local historic/cultural/tribal attractions as venues for conferences, events, and educational seminars.**

“Work cooperatively to use historic/cultural, attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.” (Page 59)

**5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.**

“Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets...” (Page 63)

Detail pages attached Yes No (X)

**REGION/CVB PROJECT BUDGET  
PROJECT NAME**

	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
<b>PROFESSIONAL SERVICES:</b>			
Upgrading/Social Media Component/Search Engine Optimization	\$5,000.00		\$5,000.00
Virtual Tour	\$4,000.00		\$4,000.00
Mobile Website	\$2,200.00		\$2,200.00
<b>TOTAL</b>	\$11,200.00		\$11,200.00
<b>REGION/CVB PROJECT TOTAL</b>	\$11,200.00		\$11,200.00

**Organization Name Butte-Silver Bow Area CVB**

**Project Name Visitor Guide - Publications**

**Application Completed by Paula Ruark**

**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 Visitor Guide is the size of a 3 3/4" wide x 8 1/4" high rack card with 19 pages including a map insert that will be easily mailed as a fulfillment piece to all inquiries that are obtained from print advertisements, the website, billboards and other media outlets. It will push the inquirer to the website for all information needed. The visitor guide will be distributed as well by Certified Folder in their Yellowstone, Glacier and I-90 west corridor as well as some of the rest areas in Montana which will put the guide in our targeted areas.

The Visitor Guide contains information regarding Butte attractions, activities, a map, restaurant listings and accommodations. Our goal continues to be to generate additional interest in Butte and the surrounding area. We need to convert more pass-through travelers to overnight guests.

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 visitor guides

## **Objectives**

Include the objectives from the narrative portion of your marketing plan that support this project

- Consistently promote Butte's image, Butte – Richest Hill on Earth, and secondary image themes, including its uniqueness and authenticity, in all marketing efforts, and to encourage businesses to buy into this image.
- Increase all season visitors through marketing our meeting/convention facilities, international and group markets, religious markets and other niche markets while promoting tours such as Old Butte Historical Adventures and museums.
- Develop the Butte area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.

## Goals

Refer to the portions of your marketing plan, which support this project.

- Maintain and/or grow bed tax collections by 4%.
- Grow niche markets that come to Butte throughout the year. Niche markets could include but are not limited to: individuals and groups from the domestic and international markets, religious market and the outdoor recreation market.
- Continue to promote and enhance the Butte adventure passes 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.

How does this project support the Strategic Plan?

### **1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions**

“...Penetrate new markets, and improve marketing effectiveness with a consistent message and brand.” (Page 49)

### **1.1.c. Attend consumer travel shows that target specific high value, low impact markets.**

Disseminate show information to tourism/recreation partners. Develop packages that target consumer show customers.” (Page 50)

### **1.1.d. Continue marketing to international travelers.**

“Disseminate tour operator/media leads and copies of articles published to international travel publications...” (Page 50)

### **1.3.b Implement the new Montana tourism brand to enhance the state’s image and message in priority markets.**

”Encourage tourism and recreation partners statewide to incorporate the Montana Brand into marketing efforts (Page 53)

## **4.1 Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.**

### **4.1.a. Use local historic/cultural/tribal attractions as venues for conferences, events, and educational seminars.**

“Work cooperatively to use historic/cultural, attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.” (Page 59)

### **5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.**

“Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets...” (Page 63)

## **9.3 Enhance funding for region and CVB marketing efforts.**

”Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.” (Page 75)

Detail pages attached Yes No (X)

**PROJECT NAME: Publications-Visitor Guide**

□

	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
<b>PROFESSIONAL SERVICES:</b>			
Design	\$1,000		\$1,000
<b>TOTAL</b>	<b>\$1,000</b>	<b>\$0</b>	<b>\$1,000</b>
Printing	\$9,000		\$9,000
<b>TOTAL</b>	<b>\$10,000</b> +	<b>=</b>	<b>\$10,000</b>
<b>REGION/CVB PROJECT TOTAL</b>	<b>\$10,000</b> +		<b>\$10,000</b>

**Organization Name Butte-Silver Bow Area CVB**

**Project Name Telemarketing/Fulfillment**

**Application Completed by Paula Ruark**

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

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**

Certified Folder Display assists us with distribution of our Visitor Guides via their 100 Hot Spot Display program. This program gets our guides to the following types of areas along the I-90 and I-15 corridors as well as Glacier and Yellowstone park areas. 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, which are used primarily for the distribution of inquiries derived 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 mileage funds are used to distribute all collateral used by the Butte-Silver Bow Area Chamber of Commerce and Convention/Visitors Bureau in an area covering approximately 360 square miles.

**Objectives**

Include the objectives from the narrative portion of your marketing plan that support this project.

- Maintain and/or grow bed tax collections by 4%.
- Grow niche markets that come to Butte throughout the year. Niche markets could include but are not limited to: individuals and groups from the domestic and international markets, religious market and the outdoor recreation market.
- Continue to promote and enhance the Butte adventure passes 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.

## Goals

Refer to the portions of your marketing plan, which support this project.

- Consistently promote Butte’s image, Butte – Richest Hill on Earth, and secondary image themes, including its uniqueness and authenticity, in all marketing efforts, and to encourage businesses to buy into this image.
- Increase all season visitors through marketing our meeting/convention facilities, international and group markets, religious markets and other niche markets while promoting tours such as Old Butte Historical Adventures and museums.
- Develop the Butte area as a destination for mountain biking, running, hiking and walking trails, sightseeing, fishing, bird watching and other outdoor recreational opportunities.

How does this project support the Strategic Plan?

### **1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions**

“...Penetrate new markets, and improve marketing effectiveness with a consistent message and brand.” (Page 49)

### **1.1.d. Continue marketing to international travelers.**

“Disseminate tour operator/media leads and copies of articles published to international travel publications...” (Page 50)

### **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**

“...involved citizens, businesses, and universities to assist with group and event recruitment.” (Page 50)

#### **1.2.e. Continue to target tour operators to bring group tours and packaged vacations to Montana.**

“Promote Montana as an off-peak season destination for group/packaged education and experiential tours.” (Page 52)

### **4.1 Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.**

#### **4.1.a. Use local historic/cultural/tribal attractions as venues for conferences, events, and educational seminars.**

“Work cooperatively to use historic/cultural, attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.” (Page 59)

#### **5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.**

“Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets...” (Page 63)

Detail pages attached    Yes No (X)

**PROJECT BUDGET**

**PROJECT NAME: Telemarketing/Fulfillment**

	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
<b>TELEMARKETING/ FULFILLMENT</b>			
Toll Free Number	\$1,000		\$1,000
Delivery Service-Certified Folder	\$4,000		\$4,000
Postage/Shipping	\$5,000		\$5,000
Mileage/Meals	\$500		\$500
<b>TOTAL</b>	<b>\$10,500</b>		<b>\$10,500</b>
<hr/>			
<b>REGION/CVB PROJECT TOTAL</b>	<b>\$10,500</b>		<b>\$10,500</b>

**Organization Name** Butte-Silver Bow Area CVB

**Project Name** VIC Staffing

**Application Completed by** Paula Ruark

**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 BSB Area Chamber of Commerce and CVB building also serves as the visitor information center. Beginning Memorial Day weekend through September, the Visitor Center expands its hours to better serve our visitors, going from a prototypical 8-hour day to a service driven 12-hour day. Summer employees are hired to cover the expanded hours from June-August, and in September, are kept on as additional weekend help. We hire four or five summer employees. They are instrumental in enticing visitors to spend extra time in Butte. The summer help is put through the Super host program as well as our own training to be as knowledgeable as possible of Butte and surrounding areas.

## Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- Maintain and/or grow bed tax collections by 4%.
- Continue to promote and enhance the Butte adventure passes 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.

## Goals

Refer to the portions of your marketing plan, which support this project.

- Consistently promote Butte's image, Butte – Richest Hill on Earth, and secondary image themes, including its uniqueness and authenticity, in all marketing efforts, and to encourage businesses to buy into this image.

How does this project support the Strategic Plan?

### 1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions

"...Penetrate new markets, and improve marketing effectiveness with a consistent message and brand." (Page 49)

### 1.3.b Implement the new Montana tourism brand to enhance the state's image and message in priority markets.

"Encourage tourism and recreation partners statewide to incorporate the Montana Brand into marketing efforts (Page 53)

**4.1 Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.**

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

“Work cooperatively to use historic/cultural, attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.” (Page 59)

**5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.**

“Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets...” (Page 63)

**9.3 Enhance funding for region and CVB marketing efforts.**

”Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation.” (Page 75)

Detail pages attached Yes No (X)

**PROJECT NAME: Visitor Center Staffing**

	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
<b>TOURISM DEVELOPMENT</b>			
VIC Staffing	\$15,000		15,000
Chamber of Commerce funds		\$10,000	\$10,000
<b>TOTAL</b>	\$15,000	\$10,000	\$25,000
<hr/>			
<b>REGION/CVB PROJECT TOTAL</b>	<b>\$15,000</b>	<b>+</b>	<b>\$10,000</b>
			<b>\$25,000</b>

**Organization Name**                      **Butte-Silver Bow Area CVB**

**Project Name**                      **NTA Dues, Convention Registration,  
Travel and Lodging**

<b>Approval Requested</b>
<u>  X  </u> <b>Final</b> –
<u>      </u> <b>Preliminary</b>

**Application Completed by**   **Paula Ruark**

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 five 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 motorcoach visits to Butte.

We have chosen to alternate between NTA and ABA conventions each year and are scheduled for NTA fiscal year 2012.

Finally, recognizing the importance of meeting face-to-face with the operators, we will send our CVB Director to the Annual Convention again this year, where he or she will actively promote Butte as a great Montana motorcoach destination.

**Objectives**

Include the objectives from the narrative portion of your marketing plan that support this project.

- Maintain and/or grow bed tax collections by 4%.
- To have at least five (5) FAM tours spaced throughout the year in the Butte area.
- Grow niche markets that come to Butte throughout the year. Niche markets could include but are not limited to: individuals and groups from the domestic and international markets, religious market and the outdoor recreation market.
- 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 passes 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.

**Goals**

Refer to the portions of your marketing plan, which support this project.

- Consistently promote Butte’s image, Butte – Richest Hill on Earth, and secondary image themes, including its uniqueness and authenticity, in all marketing efforts, and to encourage businesses to buy into this image.
- Increase all season visitors through marketing our meeting/convention facilities, international and group markets, religious markets and other niche markets while promoting tours such as Old Butte Historical Adventures and museums.
- Work closely with the Montana Office of Tourism, Gold West Country and other regions to encourage visitors to combine their visit to the Butte area with other destinations in the state.

How does this project support the Strategic Plan?

**1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions**

“...Penetrate new markets, and improve marketing effectiveness with a consistent message and brand.” (Page 49)

**1.1.d. Continue marketing to international travelers.**

“Disseminate tour operator/media leads and copies of articles published to international travel publications...” (Page 50)

**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**

“...involved citizens, businesses, and universities to assist with group and event recruitment.” (Page 50)

**1.2.e. Continue to target tour operators to bring group tours and packaged vacations to Montana.**

“Promote Montana as an off-peak season destination for group/packaged education and experiential tours.” (Page 52)

**1.3.b Implement the new Montana tourism brand to enhance the state’s image and message in priority markets.**

”Encourage tourism and recreation partners statewide to incorporate the Montana Brand into marketing efforts (Page 53)

**4.1 Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.**

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

“Work cooperatively to use historic/cultural, attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.” (Page 59)

**5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.**

“Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets...” (Page 63)

Detail pages attached    Yes No (X)

**PROJECT NAME NTA Dues, Convention Registration, Travel and Lodging**

**PROFESSIONAL SERVICES**

	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
<b>PROFESSIONAL SERVICES TOTAL</b>	\$0	\$0	\$0

**MARKETING/ADVERTISING**

NTA Annual dues	\$ 640.00		\$ 640.00
NTA Registration	\$1,150.00		\$1,150.00

<b>MARKETING/ADVERTISING TOTAL</b>	\$1,790.00		\$1,790.00
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**TRAVEL/ Expenses**

NTA Travel	\$ 400.00		\$ 400.00
NTA accommodations	\$1,001.00		\$1,001.00
NTA food	\$ 258.00		\$ 258.00

<b>TRAVEL/Expenses TOTAL</b>	\$1,659.00		\$ 1,659.00
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Miscellaneous/shipping/cab etc.	\$ 100.00		\$ 100.00
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<b>OTHER TOTAL</b>	\$3,549.00		\$3,549.00
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**Organization Name**                      **Butte-Silver Bow Area CVB**

**Project Name**                              **ABA Dues**

**Application Completed by**   **Paula Ruark**

<u>Approval Requested</u>
<u>  X  </u> Final
<u>      </u> 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 Chamber of Commerce / Convention and Visitors’ Bureau has belonged to the American Bus Association for four 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 ABA Online, a highly useful research tool by which we can research leads in our efforts to grow motorcoach visits to Butte

We have chosen to alternate between NTA and ABA conventions each year and are scheduled for NTA fiscal year 2012.

### **Objectives**

Include the objectives from the narrative portion of your marketing plan that support this project.

- Maintain and/or grow bed tax collections by 4%.
- To have at least five (5) FAM tours spaced throughout the year in the Butte area.
- Grow niche markets that come to Butte throughout the year. Niche markets could include but are not limited to: individuals and groups from the domestic and international markets, religious market and the outdoor recreation market.
- 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 passes 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.

### **Goals**

Refer to the portions of your marketing plan, which support this project.

- Consistently promote Butte’s image, Butte – Richest Hill on Earth, and secondary image themes, including its uniqueness and authenticity, in all marketing efforts, and to encourage businesses to buy into this image.
- Increase all season visitors through marketing our meeting/convention facilities, international and group markets, religious markets and other niche markets while promoting tours such as Old Butte Historical Adventures and museums.
- Work closely with the Montana Office of Tourism, Gold West Country and other regions to encourage visitors to combine their visit to the Butte area with other destinations in the state.

How does this project support the Strategic Plan?

**1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions**

“...Penetrate new markets, and improve marketing effectiveness with a consistent message and brand.” (Page 49)

**1.1.d. Continue marketing to international travelers.**

“Disseminate tour operator/media leads and copies of articles published to international travel publications...” (Page 50)

**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**

“...involved citizens, businesses, and universities to assist with group and event recruitment.” (Page 50)

**1.2.e. Continue to target tour operators to bring group tours and packaged vacations to Montana.**

“Promote Montana as an off-peak season destination for group/package education and experiential tours.” (Page 52)

**1.3.b Implement the new Montana tourism brand to enhance the state’s image and message in priority markets.**

”Encourage tourism and recreation partners statewide to incorporate the Montana Brand into marketing efforts (Page 53)

**4.1 Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.**

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

“Work cooperatively to use historic/cultural, attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.” (Page 59)

**5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.**

“Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets...” (Page 63)

Detail pages attached Yes No (X)

**PROJECT BUDGET**

**TOURISM DEVELOPMENT**

**State Tourism Funds**

**Other Funds**

**Total**

ABA Dues

\$550 +

0 =

\$550

**TOTAL**

\$550

\$0

\$550

**REGION/CVB  
PROJECT TOTAL**

**\$550 +**

**\$0**

**\$550**

**Organization Name**                      **Butte-Silver Bow Area CVB**

**Project Name**                              **RMI Roundup Reg/ Travel**

**Application Completed by**   **Paula Ruark**

<b>Approval Requested</b>
<u>  </u> <b>X</b> <b>Final</b>
<u>  </u> <b>Preliminary</b>

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 State of Montana has been marketing to international visitors for over fifteen years. Montana Office of Tourism along with Montana tourism suppliers, market to Europe as a region. Rocky Mountain International, a company located in WY, coordinates marketing efforts in numerous of the major European markets. Tour operators, travel agents and media are targeted to promote the region as a desired long haul vacation destination for FIT, fly-drive and group travel.

Butte hosted the 2006 RMI Round-Up, which gave the community and local suppliers an incredible opportunity to familiarize 45 European tour operators with our attractions, history and facilities. We feel it is imperative to continue building awareness and fostering relationships with International tour operators through RMI, in order to promote and sell Butte as a destination or overnight stop.

## **Objectives**

Include the objectives from the narrative portion of your marketing plan that support this project.

- Maintain and/or grow bed tax collections by 4%.
- To have at least five (5) FAM tours spaced throughout the year in the Butte area.
- Grow niche markets that come to Butte throughout the year. Niche markets could include but are not limited to: individuals and groups from the domestic and international markets, religious market and the outdoor recreation market.
- 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 passes 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.

## **Goals**

Refer to the portions of your marketing plan, which support this project.

- Consistently promote Butte’s image, Butte – Richest Hill on Earth, and secondary image themes, including its uniqueness and authenticity, in all marketing efforts, and to encourage businesses to buy into this image.
- Increase all season visitors through marketing our meeting/convention facilities, international and group markets, religious markets and other niche markets while promoting tours such as Old Butte Historical Adventures and museums.
- Work closely with the Montana Office of Tourism, Gold West Country and other regions to encourage visitors to combine their visit to the Butte area with other destinations in the state.

How does this project support the Strategic Plan?

**1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions**

“...Penetrate new markets, and improve marketing effectiveness with a consistent message and brand.” (Page 49)

**1.1.d. Continue marketing to international travelers.**

“Disseminate tour operator/media leads and copies of articles published to international travel publications...” (Page 50)

**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**

“...involved citizens, businesses, and universities to assist with group and event recruitment.” (Page 50)

**1.2.e. Continue to target tour operators to bring group tours and packaged vacations to Montana.**

“Promote Montana as an off-peak season destination for group/package education and experiential tours.” (Page 52)

**1.3.b Implement the new Montana tourism brand to enhance the state’s image and message in priority markets.**

”Encourage tourism and recreation partners statewide to incorporate the Montana Brand into marketing efforts (Page 53)

**4.1 Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.**

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

“Work cooperatively to use historic/cultural, attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.” (Page 59)

**5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.**

“Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets...” (Page 63)

Detail pages attached Yes No (X)

## PROJECT BUDGET

**PROJECT NAME:** Tourism Development/ Rocky Mountain International

	<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
<b>PROFESSIONAL SERVICES</b>			
Design and Printing	\$ 50.00		\$ 50.00
<b>PROFESSIONAL SERVICES TOTAL</b>			
<b>MARKETING/ADVERTISING</b>			
RMI Registration and dues	\$ 500.00		\$ 500.00
<b>MARKETING/ADVERTISING TOTAL</b>	\$ 500.00		\$ 500.00
<b>TRAVEL/ Expenses</b>			
RMI Travel	\$ 650.00		\$ 650.00
RMI accommodations	\$ 300.00		\$ 300.00
RMI food	\$ 200.00		\$ 200.00
<b>TRAVEL/Expenses TOTAL</b>	\$ 1,150.00		\$1,150.00
Miscellaneous/shipping/cab etc...	\$ 100.00		\$ 100.00
<b>OTHER TOTAL</b>	\$ 100.00		\$ 100.00
<b>CVB PROJECT TOTAL</b>	\$ 1,800.00		\$ 1,800.00

**Organization Name**                    **Butte-Silver Bow Area CVB**  
**Project Name**                        **Go West Summit Reg/ Travel**

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

**Application Completed by**   **Paula Ruark**

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 Visitor’s Bureau would like to expand into new markets. To do this we would like to attend The Go West Summit in Boise, Idaho in February 2012. This is the Premiere International Travel Show for America’s West. The Montana Office of Tourism also send a representative to this show. At this show the CVB gets the opportunity to network and have set appointments with potential clients that can direct their clients to our area. The people that we would have appointments with are Travel Agents and Group Tour Operators from other countries as well as Receptive Travel and Tour Operators in the States that assistant out of country Operators. We are also able to choose our appointments based on their profiles and amount of business they have placed in the state and our area.

### **Objectives**

Include the objectives from the narrative portion of your marketing plan that support this project.

- Maintain and/or grow bed tax collections by 4%.
- To have at least five (5) FAM tours spaced throughout the year in the Butte area.
- Grow niche markets that come to Butte throughout the year. Niche markets could include but are not limited to: individuals and groups from both the domestic and international markets, religious market and the outdoor recreation market.
- 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 passes 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.

### **Goals**

Refer to the portions of your marketing plan, which support this project.

- Consistently promote Butte’s image, Butte – Richest Hill on Earth, and secondary image themes, including its uniqueness and authenticity, in all marketing efforts, and to encourage businesses to buy into this image.
- Increase all season visitors through marketing our meeting/convention facilities, international and group markets, religious markets and other niche markets while promoting tours such as Old Butte Historical Adventures and museums.
- Work closely with the Montana Office of Tourism, Gold West Country and other regions to encourage visitors to combine their visit to the Butte area with other destinations in the state.

How does this project support the Strategic Plan?

**1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions**

“...Penetrate new markets, and improve marketing effectiveness with a consistent message and brand.” (Page 49)

**1.1.d. Continue marketing to international travelers.**

“Disseminate tour operator/media leads and copies of articles published to international travel publications...” (Page 50)

**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**

“...involved citizens, businesses, and universities to assist with group and event recruitment.” (Page 50)

**1.2.e. Continue to target tour operators to bring group tours and packaged vacations to Montana.**

“Promote Montana as an off-peak season destination for group/packaged education and experiential tours.” (Page 52)

**1.3.b Implement the new Montana tourism brand to enhance the state’s image and message in priority markets.**

”Encourage tourism and recreation partners statewide to incorporate the Montana Brand into marketing efforts (Page 53)

**4.1 Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.**

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

“Work cooperatively to use historic/cultural, attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.” (Page 59)

**5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.**

“Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets...” (Page 63)

Detail pages attached    Yes    No (X)

## PROJECT BUDGET

**PROJECT NAME:** Tourism Development/ Go West Summit

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES</b>			
Design and Printing	\$ 50.00		\$ 50.00
<b>PROFESSIONAL SERVICES TOTAL</b>	<b>\$ 50.00</b>		<b>\$ 50.00</b>
<b>MARKETING/ADVERTISING</b>			
Go West Summit Registration and dues	\$ 1,495.00		\$1,495.00
<b>MARKETING/ADVERTISING TOTAL</b>	<b>\$ 1,495.00</b>		<b>\$1,495.00</b>
<b>TRAVEL/ Expenses</b>			
GWS travel	\$ 450.00		\$ 450.00
GWS accommodations	\$ 618.00		\$ 618.00
GWS food	\$ 123.00		\$ 123.00
<b>TRAVEL/Expenses TOTAL</b>	<b>\$ 1,191.00</b>		<b>\$ 1,191.00</b>
Miscellaneous/shipping/cab etc...	\$ 100.00		\$ 100.00
<b>OTHER TOTAL</b>	<b>\$ 100.00</b>		<b>\$ 100.00</b>
<b>CVB PROJECT TOTAL</b>	<b>\$ 2,836.00</b>		<b>\$ 2,836.00</b>

**Organization Name**                    **Butte-Silver Bow Area CVB**

**Project Name**                            **Calgary Outdoor Recreation and  
Travel Show**

<b>Approval Requested</b>
<u>  </u> <b>Final</b> <u>  </u> –
<u>  </u> <b>Preliminary</b>

**Application Completed by Paula Ruark**

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 Visitor’s Bureau would like to expand into new leisure markets. To do this we would like to attend the Calgary Outdoor Travel Show in March 2012. The Outdoor Adventure & Travel Show is the largest consumer show in Western Canada that brings together buyers and sellers of outdoor adventure products & services. We see more and more business from Western Canada and feel that our location on I-15 is the perfect fit for this market. We are simply an 8.5 hour drive from Calgary. There are approximately 15,000 people that attend this show each year and there are several other cities attending from Montana to include Helena, Kalispell, Russell Country Tourism Region and many others. Sellers and buyers are not all specifically outdoor adventure enthusiasts but people looking for new things to do and see.

**Objectives**

Include the objectives from the narrative portion of your marketing plan that support this project.

- Maintain and/or grow bed tax collections by 4%.
- To have at least five (5) FAM tours spaced throughout the year in the Butte area.
- Grow niche markets that come to Butte throughout the year. Niche markets could include but are not limited to: individuals and groups from the domestic and international markets, religious market and the outdoor recreation market.
- 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 passes 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.

**Goals**

Refer to the portions of your marketing plan, which support this project.

- Consistently promote Butte’s image, Butte – Richest Hill on Earth, and secondary image themes, including its uniqueness and authenticity, in all marketing efforts, and to encourage businesses to buy into this image.
- Increase all season visitors through marketing our meeting/convention facilities, international and group markets, religious markets and other niche markets while promoting tours such as Old Butte Historical Adventures and museums.
- Work closely with the Montana Office of Tourism, Gold West Country and other regions to encourage visitors to combine their visit to the Butte area with other destinations in the state.

How does this project support the Strategic Plan?

**1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions**

“...Penetrate new markets, and improve marketing effectiveness with a consistent message and brand.” (Page 49)

**1.1.d. Continue marketing to international travelers.**

“Disseminate tour operator/media leads and copies of articles published to international travel publications...” (Page 50)

**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**

“...involved citizens, businesses, and universities to assist with group and event recruitment.” (Page 50)

**1.2.e. Continue to target tour operators to bring group tours and packaged vacations to Montana.**

“Promote Montana as an off-peak season destination for group/packaged education and experiential tours.” (Page 52)

**1.3.b Implement the new Montana tourism brand to enhance the state’s image and message in priority markets.**

”Encourage tourism and recreation partners statewide to incorporate the Montana Brand into marketing efforts (Page 53)

**4.1 Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.**

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

“Work cooperatively to use historic/cultural, attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.” (Page 59)

**5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.**

“Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets...” (Page 63)

Detail pages attached Yes No (X)

## PROJECT BUDGET

**PROJECT NAME:** Tourism Development/Calgary Outdoor Recreation and Travel Show

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES</b>			
Design and Printing	\$		\$
<b>PROFESSIONAL SERVICES TOTAL</b>			
<b>MARKETING/ADVERTISING</b>			
COTS Registration	\$	1,575.00	\$1,575.00
<b>MARKETING/ADVERTISING TOTAL</b>	\$	1,575.00	\$1,575.00
<b>TRAVEL/ Expenses</b>			
COTS travel	\$	499.00	\$ 499.00
COTS accommodations	\$	425.00	\$ 425.00
COTS food	\$	164.00	\$ 164.00
<b>TRAVEL/Expenses TOTAL</b>	\$	1,088.00	\$1,088.00
Miscellaneous/shipping/passport	\$	160.00	\$ 160.00
<b>OTHER TOTAL</b>	\$	160.00	\$ 160.00
<b>CVB PROJECT TOTAL</b>	\$	2,823.00	\$ 2,823.00

**Organization Name**                    **Butte-Silver Bow Area CVB**  
**Project Name**                        **Going on Faith Marketplace**  
**Application Completed by**            **Paula Ruark**

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

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 Visitor’s Bureau would like to expand into new leisure markets. To do this we would like to attend the Going on Faith Marketplace in August 2011 in Alexandria, Virginia. One of the fastest growing trends in the travel industry is faith-based tourism. Thought of by some as a motorcoach 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. With that said we feel that the Religious Travel Market would enjoy Our Lady of the Rockies and our many beautiful churches with their unique architecture and stained glass.

### Objectives

**Include the objectives from the narrative portion of your marketing plan that support this project.**

- Maintain and/or grow bed tax collections by 4%.
- To have at least five (5) FAM tours spaced throughout the year in the Butte area.
- Grow niche markets that come to Butte throughout the year. Niche markets could include but are not limited to: individuals and groups from both the domestic and international markets, religious market and the outdoor recreation market.
- 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 passes 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.

## Goals

Refer to the portions of your marketing plan, which support this project.

- Consistently promote Butte’s image, Butte – Richest Hill on Earth, and secondary image themes, including its uniqueness and authenticity, in all marketing efforts, and to encourage businesses to buy into this image.
- Increase all season visitors through marketing our meeting/convention facilities, international and group markets, religious markets and other niche markets while promoting tours such as Old Butte Historical Adventures and museums.
- Work closely with the Montana Office of Tourism, Gold West Country and other regions to encourage visitors to combine their visit to the Butte area with other destinations in the state.

How does this project support the Strategic Plan?

### **1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions**

“...Penetrate new markets, and improve marketing effectiveness with a consistent message and brand.” (Page 49)

### **1.1.c. Attend consumer travel shows that target specific high value, low impact markets.**

Disseminate show information to tourism/recreation partners. Develop packages that target consumer show customers.” (Page 50)

### **1.1.d. Continue marketing to international travelers.**

“Disseminate tour operator/media leads and copies of articles published to international travel publications...” (Page 50)

## **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**

“...involved citizens, businesses, and universities to assist with group and event recruitment.” (Page 50)

### **1.3.b Implement the new Montana tourism brand to enhance the state’s image and message in priority markets.**

”Encourage tourism and recreation partners statewide to incorporate the Montana Brand into marketing efforts (Page 53)

## **4.1 Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.**

### **4.1.a. Use local historic/cultural/tribal attractions as venues for conferences, events, and educational seminars.**

“Work cooperatively to use historic/cultural, attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.” (Page 59)

### **5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.**

“Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets...” (Page 63)

Detail pages attached Yes No (X)

## PROJECT BUDGET

**PROJECT NAME:** Tourism Development/Going on Faith Marketplace

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES</b>			
Design and Printing	\$ 100.00		\$ 100.00
Retractable Tradeshow Banner Stand	\$ 400.00		\$ 400.00
<b>PROFESSIONAL SERVICES TOTAL</b>	<b>\$ 500.00</b>		<b>\$ 500.00</b>
<b>MARKETING/ADVERTISING</b>			
GOF Registration	\$ 1,345.00		\$1,345.00
<b>MARKETING/ADVERTISING TOTAL</b>	<b>\$ 1,345.00</b>		<b>\$1,345.00</b>
<b>TRAVEL/ Expenses</b>			
GOF travel	\$ 450.00		\$ 450.00
GOF accommodations	\$ 650.00		\$ 650.00
GOF food	\$ 172.00		\$ 172.00
<b>TRAVEL/Expenses TOTAL</b>	<b>\$ 1,272.00</b>		<b>\$1,272.00</b>
Miscellaneous/shipping/passport	\$ 100.00		\$ 100.00
<b>OTHER TOTAL</b>	<b>\$ 100.00</b>		<b>\$ 100.00</b>
<b>CVB PROJECT TOTAL</b>	<b>\$ 3,217.00</b>		<b>\$ 3,217.00</b>