



1000 George Street, Butte, MT 59701
406-723-3177 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 during our shoulder season, as well as increasing the length of stay for those visitors. Obtaining more meetings/conventions in the Butte area, encouraging niche markets to tour the cultural and historic aspects of Butte, and attracting more sporting events throughout the shoulder season will be the path for accomplishing this objective.

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 theatre performances and celebrations of Butte’s unique ethnic background. Butte is also the host city for the National Folk Festival from 2008 to 2010.

The Butte-Silver Bow Convention and Visitors Bureau recognizes Butte’s strength’s but also understands the challenges we face in educating our visitors of the significance of our rich history while capitalizing on the new opportunities in front of us.

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 our theatres, churches and architecture serve as a portal to that rich history. Other important pieces of Butte’s past include the Berkley 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; which can be seen in bright red LED lights every night of the year on the Butte hill.

Location	Butte's fortunate location at the intersection of interstates I-90 and I-15 make 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, Mother Lode Theatre, Covallite Theatre...just to name a few.
Events	Butte is well recognized throughout the state for our festive events including St. Patrick's Day, Evel Knievel Days, An Ri Ra, Chinese New Year and for the next two years the National Folk Festival (Hoping to make it a sustainable festival long after the National moves on).
Residents	Butte's true strength lies in the people that 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, hiking photography, camping, cross-country skiing, and much more can be found in the area.

CHALLENGES

Stopping	Butte's location provides a lot of through traffic from visitors passing by on I-90 between Yellowstone and Glacier. It's difficult to get those visitors to stop and explore Butte instead of just passing through.
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	There's are few options and almost zero direct flights when traveling by air into Butte. This makes it difficult when attracting out of state visitors and/or meetings and conventions. Also, the lack of in-state air service many impact the amount of business and leisure travel.
Operating	Encouraging attractions and retailers to expand their operating hours and services in order to better accommodate travelers, especially in shoulder seasons.
Economy	National high unemployment and lack of consumer confidence may impact travel plans.

GOALS

- Consistently promote Butte’s image in all marketing efforts, Butte – Truly, a state of mine, and to encourage businesses to buy into this image.
- Increase shoulder season visitors through marketing our meeting/convention facilities as well as promoting tours such as Old Butte Historical Adventures and museums.
- We also look to increase shoulder season visits by elevating the number of sporting events held in Butte.
- Continually upgrade our website by adding virtual tours, imagery, up-to-date information, trip itineraries, and links to buy tickets or make reservations.
- Work closely with Travel Montana, Gold West Country and other regions to encourage visitors to combine their visit to the Butte area with other destinations in the state.
- Develop a targeted public relations campaign to enhance current marketing efforts.

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.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)

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 FY10 plan year will consist of:

- Maintain bed tax collections.
- To have at least three (3) FAM tours spaced throughout the year in the Butte area.
- Grow niche market conventions that come to Butte in the shoulder season. Niche conventions could include but is not limited to; individuals from the construction industry, religious groups, mining conventions, etc...
- Attend one consumer show and one convention/meeting planner show and distribute at least 100 guides at each show.
- Increase the number of sporting events/tournaments that are held in Butte.
- Develop 2-3 packages/adventure passes for niche market visitors who visit Butte.
- Increase our Event and Festival attendance throughout the year.
- Increase unique visitors to our web site by 10%
- 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 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 get visitors to come take part in the many activities in and around Butte.

Surrounding 47% of Montana travelers have originated from surrounding states such as

States 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 that 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% 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+.

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

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 Travel Montana through the Good Housekeeping publication, and other opportunities that arise. This effort has provided over 5000 inquiries for the Butte-Silver Bow CVB.
- Support the Gold West Visitor Guide with advertisements for the Butte-Silver Bow area.
- Continue Out-of-Home advertising with new creative that supports Butte's image.
- Focus on meeting/convention planners by attending a show.
- Create and distribute one Butte-Silver Bow CVB visitor guide and it's companion rack card. The guide will contain important information regarding Butte's many activities and attractions. It'll also contain advertisements for local businesses and will be strategically distributed throughout the state as well as used as a fulfillment piece for individual 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, and link to reservation and booking capabilities.
- Create an e-marketing campaign to efficiently communicate with our contact database.
- Continue support of Superhost program.
- Add television advertising to the media mix targeting the Spokane area. Work with Gold West Country and other Gold West members to execute the campaign for the FY10 year.

2010 Budget page

Project Description	Project Budget	Total Budget
Marketing Support		\$ 60,000.00
Administration (max 20%)	\$ 25,000.00	
Opportunity Marketing (max 10%)	\$ 1,000.00	
Co-Operative Marketing w/MHC (20% Max)	\$ 2,000.00	
TAC Meetings	\$ 1,500.00	
Joint Ventures - w/Travel Montana	\$ 15,000.00	
Joint Ventures - TV - Gold West	\$ 15,500.00	
Consumer Advertising		\$ 5,500.00
Gold West Visitor Guide	\$ 2,400.00	
West Yellowstone Visitor Guide	\$ 1,000.00	
Glacier Guide	\$ 1,600.00	
Billboards, Rent & Production	\$ 500.00	
Internet		\$ 10,000.00
Upgrading	\$ 6,000.00	
Virtual Tour	\$ 2,500.00	
E-News Management	\$ 1,500.00	
Publications		\$ 17,578.14
Visitor Guide	\$ 17,578.14	
Telemarketing/Fulfillment		\$ 10,500.00
Toll Free Number	\$ 1,000.00	
Delivery Service - Certified Folder	\$ 4,000.00	
Postage/Shipping	\$ 5,000.00	
Mileage/Meals	\$ 500.00	
Tourism Development		\$ 22,315.00
VIC Staffing	\$ 15,000.00	
NTA Dues/Reg/Travel	\$ 3,015.00	
ABA Dues	\$ 500.00	
RMI Roundup Reg/Travel	\$ 1,800.00	
Tradeshows	\$ 2,000.00	
TOTAL BUDGET REQUESTED	\$ 125,893.14	\$ 125,893.14

FY10 Projected Revenue	\$ 75,923.00	\$ 125,893.14
FY09 Rollover Funds and uncommitted Funds	\$ 49,970.14	

Television/Joint Venture Application

Organization Name Butte-Silver Bow CVB

Project Name Television Advertising Joint Venture

Application Completed by Sara Rowe

Approval Requested
<input type="checkbox"/> Final –
<input checked="" type="checkbox"/> Preliminary-Media Plan

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.

Butte CVB plans to partner with the Gold West Country to incorporate a television advertising campaign in the Spokane area. The highest number of visitors to the area come from the state of Washington, and Butte CVB/Gold West Country see a great opportunity to expand on these numbers. The campaign will be targeting over 1.5 million households in the Spokane area, and we plan to track the success of this campaign by listing a unique URL address at the end of the TV spot and track web hits from the campaign. The campaign is scheduled to run for a 12 month period.

We are mirroring a campaign that Philipsburg is currently doing. They have allowed us to work with them even though they have been doing this campaign for 18 months already and have seen great success.

With projections from the state of Montana as well as information received by the Travel Industry Association, travelers will be taking shorter trips closer to home. This market not only fits well with those projections, but it also coincides with our geographic and demographic target market outlined within this plan.

Objectives:

As this is a new venture for Butte-Silver Bow CVB, we've set the following objectives.

- Increase our Event and Festival attendance throughout the year.
- Increase unique visitors to our web site by 10%
- Increase the visitations from those that reside on or close to the I-90 and I-15 corridors within a 350 mile radius.

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

The following Butte-Silver Bow goals from the marketing plan are met with this project.

- Consistently promote Butte's image in all marketing efforts, Butte – Truly, a state of mine, and to encourage businesses to buy into this image.

- Increase shoulder season visitors through marketing our meeting/convention facilities as well as promoting tours such as Old Butte Historical Adventures and museums.
- Work closely with Travel Montana, Gold West Country and other regions to encourage visitors to combine their visit to the Butte area with other destinations in the state.

Does this project support the Strategic Plan? Yes

The Strategic Plan stresses the need for cohesive advertising campaigns. Butte-Silver Bow CVB advertising accomplishes this by targeting our creative message and media placement to reach the consumers outlined in the narrative portion of the marketing 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)

1.2. 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)

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

Budget page must be attached for approval.

Television Advertising

	Butte CVBFunds	Other Funds	Total
PROFESSIONALSERVICES:			
Production	\$500	0 =	\$500
TOTAL	\$500	\$0	\$500
Philipsburg media buy		\$42,000.	\$42,000
Media Buy	\$15,000		\$15,000
Gold West Media Buy		\$15,000	\$15,000
TOTAL	\$15,000	\$57,000	\$72,000
REGION/CVB PROJECT TOTAL	\$15,500 +	\$57,000	\$72,500

Consumer Advertising Application

Organization Name Butte-Silver Bow Area CVB

Project Name Consumer Advertising

Application Completed by Sara Rowe

Approval Requested <input checked="" type="checkbox"/> Final – <input type="checkbox"/> Preliminary-Media Plan

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.

Print Advertising

The consumer advertising pieces chosen for FY10 for the Butte-Silver Bow CVB enable us to utilize the vast distribution of these guides to get the message out about our area. Our budget doesn't allow us to print and distribute as many guides as Gold West Country, Glacier Country or the West Yellowstone CVB. By purchasing full-page ads in these publications we're able to strategically and cost-effectively increase the number of impressions obtained for the Butte-Silver Bow area. These guides are distributed in areas that coincide with our geographic and demographic target markets stated in the plan as well.

Billboards

Billboard advertising allows the Butte-Silver Bow CVB area to brand itself as well as gears travelers to get off the Interstate as they approach Butte. The rent on these billboards is so extremely low (\$500 total for the year) that we can't afford not to utilize the opportunity to entice travelers through the state to stop in Butte.

Billboards

Billboard near Garrison on I-90 and Basin on I-15 as well as the one on I-90 at the Montana street exit in Butte.

Objectives

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

- Maintain bed tax collections
- Increase unique visitors to our web site by 10%
- Increase our Event and Festival attendance throughout the year
- Increase the visitations from those that reside on or close to the I-90 and I-15 corridors within a 350 mile radius.

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

- Consistently promote Butte’s image in all marketing efforts, Butte – Truly, a state of mine, and to encourage businesses to buy into this image.
- Increase shoulder season visitors through marketing our meeting/convention facilities as well as promoting tours such as Old Butte Historical Adventures and museums.
- Work closely with Travel Montana, 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

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”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 (X)

PROJECT BUDGET

PROJECT NAME: Consumer Advertising

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Ad Production	\$500	+	0	=	\$500
	0	+	0	=	0
TOTAL	\$500		\$0		\$500
CONSUMER ADVERTISING					
Gold West Visitor Guide	\$2,200	+		=	\$2,200
W. Yellowstone Visitor Guide	\$800	+		=	\$800
Glacier Guide	\$1,500	+		=	\$1,500
Billboard Rent	\$500	+		=	\$500
		+		=	
TOTAL	\$5,000	+	\$0		\$5,000
REGION/ CVB PROJECT TOTAL	\$5,500	+	\$0		\$5,500

Internet Application

Organization Name Butte-Silver Bow Area CVB

Project Name Internet

Application Completed by Sara Rowe

Approval Requested
<u>X</u> Final –
<u> </u> Preliminary-Media Plan

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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. Buttecvb.com was developed in 2005 but needs to be upgraded and expanded to better represent the attractions 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

Upgrade web site to include more user friendly features, a ‘readable’ online Visitor Guide, better management tools to allow updating by CVB staff, downloadable audio tours, increased local attraction information. Implement Search engine optimization.

Virtual Tours

Incorporate Virtual Tours of Butte’s main attractions.

E-News Management

Build and use an email database to create permission marketing style ecards and newsletters to travelers, meeting/convention planners and others interested in receiving updates from the Butte-Silver Bow CVB.

Objectives

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

- Maintain bed tax collections.
- Grow niche market conventions that come to Butte in the shoulder season. Niche conventions could include but is not limited to; individuals from the construction industry, religious groups, mining conventions, etc...
- Increase the number of sporting events/tournaments that are held in Butte.
- Develop 2-3 packages/adventure passes for niche market visitors who visit Butte.
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Refer to the portions of your marketing plan, which support this project.

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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.

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

Detail pages attached Yes (X)

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES:			
Upgrading/SEO	\$6,000		\$6,000
Virtual Tour	\$2,500		\$2,500
E-News Management	\$1,500		\$1,500
TOTAL	\$10,000		\$10,000
REGION/CVB PROJECT TOTAL	\$10,000		\$10,000

Publications

Organization Name Butte-Silver Bow Area CVB

Project Name Publication

Application Completed by Sara Rowe

Approval Requested
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The Visit Butte Visitor Guide will have a companion rack card 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 rack card will be distributed as well by certified folder in their 100 hot spots display program which will put the guide in our targeted areas.

The Visitor Guide will contain information regarding Butte attractions, activities, a map, restaurant listings and accommodations. Ads will be sold for placement in the piece to help offset printing costs. 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

32 page 8.5" x 11" full color guide

50,000 4" x 9" full color rack cards

40,000 visitor guides

Objectives

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

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- Attend one consumer show and one convention/meeting planner show and distribute at least 100 guides at each show.
- Increase unique visitors to our web site by 10%

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

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Detail pages attached Yes (X)

PROJECT NAME: Publications

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES:			
Design	\$4,999		\$4,999
TOTAL	\$4,999	\$0	\$4,999
Printing	\$12,579.14		\$12,579.14
Advertising revenue		\$10,000	\$10,000.00
TOTAL	\$12,579.14	+ \$10,000	= \$22,579.14
REGION/CVB PROJECT TOTAL	\$17,578.14	+ \$10,000	\$27,578.14

Telemarketing Fulfillment

Organization Name Butte-Silver Bow Area CVB

Project Name Telemarketing/Fulfillment

Application Completed by Sara Rowe

Approval Requested
<u>X</u> Final –
Preliminary-Media Plan

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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

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- Develop 2-3 packages/adventure passes for niche market visitors who visit Butte.
- Increase our Event and Festival attendance throughout the year.
- Increase unique visitors to our web site by 10%
- Increase the visitations from those that reside on or close to the I-90 and I-15 corridors within a 350 mile radius.

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

- Consistently promote Butte’s image in all marketing efforts, Butte – Truly, a state of mine, and to encourage businesses to buy into this image.
- Increase shoulder season visitors through marketing our meeting/convention facilities as well as promoting tours such as Old Butte Historical Adventures and museums.
- Work closely with Travel Montana, 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)

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 (X)

PROJECT BUDGET

PROJECT NAME: Telemarketing/Fulfillment

	State Tourism Funds	Other Funds	Total
TELEMARKETING/ FULFILLMENT			
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
TOTAL	\$10,500		\$10,500
<hr/>			
REGION/CVB PROJECT TOTAL	\$10,500		\$10,500

Visitor Center Staffing

Organization Name Butte-Silver Bow Area CVB

Project Name VIC Staffing

Application Completed by Sara Rowe

Approval Requested
<u> X </u> Final –
<u> </u> Preliminary-Media Plan

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 bed tax collections.
- Grow niche market conventions that come to Butte in the shoulder season. Niche conventions could include but is not limited to; individuals from the construction industry, religious groups, mining conventions, etc...
- Increase the number of sporting events/tournaments that are held in Butte.
- Develop 2-3 packages/adventure passes for niche market visitors who visit Butte.
- Increase our Event and Festival attendance throughout the year.

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

- Consistently promote Butte's image in all marketing efforts, Butte – Truly, a state of mine, and to encourage businesses to buy into this image.
- Work closely with Travel Montana, 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)

1.3.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 (X)

PROJECT NAME: Visitor Center Staffing

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

ABA application

Organization Name Butte-Silver Bow Area CVB

Project Name ABA Dues

Application Completed by Sara Rowe

Approval Requested
<input checked="" type="checkbox"/> Final –
<input type="checkbox"/> Preliminary-Media Plan

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 two 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 ABA is scheduled for fiscal year 2011.

Objectives

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

- Maintain bed tax collections.
- Grow niche market conventions that come to Butte in the shoulder season. Niche conventions could include but is not limited to; individuals from the construction industry, religious groups, mining conventions, etc...
- Increase unique visitors to our web site by 10%

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

- Consistently promote Butte's image in all marketing efforts, Butte – Truly, a state of mine, and to encourage businesses to buy into this image.
- Increase shoulder season visitors through marketing our meeting/convention facilities as well as promoting tours such as Old Butte Historical Adventures and museums.
- Work closely with Travel Montana, 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 (X)

PROJECT NAME: ABA Dues/Reg/Travel

	State Tourism Funds		Other Funds		Total
TOURISM DEVELOPMENT					
ABA Dues	\$500	+		=	\$500
TOTAL	\$500		\$0		\$500
REGION/CVB PROJECT TOTAL	\$500	+	\$0		\$500

NTA Application

Organization Name Butte-Silver Bow Area CVB

Project Name NTA Dues, Registration and travel

Application Completed by Sara Rowe

Approval Requested
<input checked="" type="checkbox"/> Final –
<input type="checkbox"/> Preliminary-Media Plan

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 since 2001. 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've also chosen to maintain our sponsorship of the Montana Booth, hosted by our state NTA reps where we get an opportunity to have a one on one with Motorcoach operators. The entire convention attendance gets a sample of great Montana beef jerky.

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 bed tax collections.
- Grow niche market conventions that come to Butte in the shoulder season. Niche conventions could include but is not limited to; individuals from the construction industry, religious groups, mining conventions, etc...
- Increase unique visitors to our web site by 10%

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

- Consistently promote Butte's image in all marketing efforts, Butte – Truly, a state of mine, and to encourage businesses to buy into this image.
- Increase shoulder season visitors through marketing our meeting/convention facilities as well as promoting tours such as Old Butte Historical Adventures and museums.
- Work closely with Travel Montana, 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 (X)

PROJECT NAME: NTA Dues

	State Tourism Funds	Other Funds	Total
TOURISM DEVELOPMENT			
NTA Dues	\$625		\$625
Airline, hotel, meals and misc.	\$1300		\$1300
Registration	\$1090		\$1090
TOTAL	\$3015	\$0	\$3015
<hr/>			
REGION/CVB PROJECT TOTAL	\$3015	+	\$0
			\$3015

RMI Application

Organization Name Butte-Silver Bow Area CVB

Project Name RMI Roundup Reg/ Travel

Application Completed by Sara Rowe

Approval Requested
<u> X </u> Final -
_____ Preliminary-Media Plan

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. Travel Montana 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.

Now in its 16th year, the RMI Round-Up will be held in Montana and brings together buyers from target European markets with sellers from the four states of MT, WY, SD and ID. Two marketplaces are held and suppliers sign up to meet with tour operators to exchange information and to book business.

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 bed tax collections.
- To have at least three (3) FAM tours spaced throughout the year in the Butte area.
- Grow niche market conventions that come to Butte in the shoulder season. Niche conventions could include but is not limited to; individuals from the construction industry, religious groups, mining conventions, etc...
- Develop 2-3 packages/adventure passes for niche market visitors who visit Butte.
- Increase our Event and Festival attendance throughout the year.
- Increase unique visitors to our web site by 10%

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

- Consistently promote Butte's image in all marketing efforts, Butte – Truly, a state of mine, and to encourage businesses to buy into this image.

- Increase shoulder season visitors through marketing our meeting/convention facilities as well as promoting tours such as Old Butte Historical Adventures and museums.
- Work closely with Travel Montana, Gold West Country and other regions to encourage visitors to combine their visit to the Butte area with other destinations in the state.
- Develop a targeted public relations campaign to enhance current marketing efforts.

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 (X)

PROJECT BUDGET

PROJECT NAME: RMI Roundup Reg/Travel

	State Tourism Funds	Other Funds	Total
TOURISM DEVELOPMENT			
RMI dues and registration	\$500		\$500
Lodging, meals and Misc.	\$600		\$600
Mileage	\$700		\$700
TOTAL	\$1,800	\$0	\$1,800

REGION/CVB			
PROJECT TOTAL	\$1,800	+	\$0
			\$1,800

Tradeshow Application

Organization Name Butte-Silver Bow Area CVB

Project Name Tradeshows

Application Completed by Sara Rowe

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

Travel Montana has a Meeting and Convention Trade Show Assistance Program for FY 2010. The program will assist Montana-based companies in exploring new domestic markets by encouraging first-time exhibition at business-to-business meeting and convention trade shows outside of the state.

The Montana Department of Commerce / Travel Montana, will provide funding for the program as part of its annual operating budget utilizing Accommodations Tax revenue. Assistance will come in the form of 50% reimbursement of qualified and approved expenses for trade show exhibition.

Having never explored new markets through tradeshows, this is something we are very eager to explore especially meeting/convention planner shows and consumer markets. We'll likely try to participate in conjunction with some of our area tourism partners

Objectives

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

- Maintain bed tax collections.
- Grow niche market conventions that come to Butte in the shoulder season. Niche conventions could include but is not limited to; individuals from the construction industry, religious groups, mining conventions, etc...
- Attend one consumer show and one convention/meeting planner show and distribute at least 100 guides at each show.
- Develop 2-3 packages/adventure passes for niche market visitors who visit Butte.
- Increase our Event and Festival attendance throughout the year.
- Increase unique visitors to our web site by 10%

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

- Consistently promote Butte's image in all marketing efforts, Butte – Truly, a state of mine, and to encourage businesses to buy into this image.
- Increase shoulder season visitors through marketing our meeting/convention facilities as well as promoting tours such as Old Butte Historical Adventures and museums.
- Work closely with Travel Montana, 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 (X)

PROJECT BUDGET

PROJECT NAME: Tradeshows

□

	State Tourism Funds	Other Funds	Total
TOURISM DEVELOPMENT			
Tradeshows	\$2,000		\$2,000
TOTAL	\$2,000	\$0	\$2,000
REGION/CVB			
PROJECT TOTAL	\$2,000	+	\$0
			\$2,000

PROJECT BUDGET

PROJECT NAME: Tourism Development/ National Tour Association

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES			
PROFESSIONAL SERVICES TOTAL			
MARKETING/ADVERTISING			
NTA Annual dues	\$ 625.00		\$625.00
NTA Registration	\$ 1,090.00		\$1090.00
MARKETING/ADVERTISING TOTAL	\$ 1,715		\$1,715
TRAVEL/ Expenses			
NTA Travel	\$ 500.00		\$ 500
NTA accommodations	\$ 500.00		\$ 500
NTA food	\$ 200.00		\$200
TRAVEL/Expenses TOTAL	\$ 1,200.00		\$1,200.
Miscellaneous/shipping/cab ect	\$ 100.00		\$ 100.00
OTHER TOTAL	\$ 100.00		\$ 100
CVB PROJECT TOTAL	\$ 3,015.00		\$ 3,015.00

PROJECT BUDGET

PROJECT NAME: Tourism Development/ Rocky Mountain International

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES			
PROFESSIONAL SERVICES TOTAL			
MARKETING/ADVERTISING			
RMI Registration and dues	\$ 500.00		\$500.00
MARKETING/ADVERTISING TOTAL	\$ 500.00		\$500.00
TRAVEL/ Expenses			
RMI Travel	\$ 700.00		\$ 700.00
RMI accomodations	\$ 300.00		\$ 300.00
RMI food	\$ 200.00		\$ 200.00
TRAVEL/Expenses TOTAL	\$ 1,200.00		\$ 1200.00
Miscellaneous/shipping/cab ect	\$ 100.00		\$ 100.00
OTHER TOTAL	\$ 100.00		\$ 100.00
CVB PROJECT TOTAL	\$ 1,800.00		\$ 1,800.00