

Approved Audits/Applications Committee 10/5/09

Organization Name_: Butte-Silver Bow Convention/Visitors Bureau
Project Name_ Tourism Development / Tradeshows
Application Completed by_ Sara Rowe

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

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

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 the Canadian market, and will likely try to do 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.

- Increase overall bed tax funds by 4%
- Attend one consumer show in Canada to attract the Canadian market to Butte.
- Develop 2-3 packages/adventure passes for niche market visitors who visit Butte.

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

GOALS

- Work with Travel Montana, Gold West Country and other regions to encourage visitors to combine their visit to the Butte area with other areas.

- Increase shoulder season visitors through marketing our meeting/convention facilities as well as promoting tours such as Our Lady of the Rockies and museums. We also look to increase shoulder season visits by elevating the number of sporting events held in Butte.

Market Strategy

- Create and distribute two Butte-Silver Bow CVB visitor guides. One will be a small brochure containing important information regarding Butte’s many activities. A second, larger version of the guide will allow CVB members to place advertisements. These two pieces will be strategically disbursed throughout the state and the region to reach our target markets.

TARGET AUDIENCE

Canada Canadian travelers more than likely pass through Butte on their way to Yellowstone National Park. We need to capitalize on this traffic.

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.”

1.1.c. Attend consumer travel shows

- “...target specific high-value, low-impact markets. Disseminate show information to tourism/recreation partners. Develop packages that target consumer show customers.”

**Detail pages attached Yes (X) No
REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds		Other Funds		Total
Trade Shows Plan:					
Trade Show	2000	+	\$0	=	2000
TOTAL	2000		\$0		2000
REGION/CVB PROJECT TOTAL	\$2000	+	\$0		\$2000

We have decided that since the NTA show and the WRTA show are both being held in Reno at the same time, we have a great opportunity to work both markets. I am partnering with Town Pump, the Butte Silver Bow Hospitality Association and Gold West Country to send an extra person to Reno to work the booth. I will be down there and will bring along a representative from Our Lady Of The Rockies Organization in Butte. The lady of the Rockies as well as the Serbian Church and the historic stained glass in churches in Butte and Gold West Country makes this a potentially great market for us.

PROJECT BUDGET

PROJECT NAME: Trade Show/ World Religious Travel Expo

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES			
PROFESSIONAL SERVICES TOTAL			
MARKETING/ADVERTISING			
Booth rental	\$1,000	\$1,500	\$2,500
WRTA registration	\$300	\$300	\$300
MARKETING/ADVERTISING TOTAL	\$ 1,300		\$2,800
TRAVEL/ Expenses			
NTA Travel		\$450	\$450
NTA accommodations		\$300	\$300
NTA food		\$200	\$200
TRAVEL/Expenses TOTAL	\$		\$950
Miscellaneous/shipping/cab ect	\$100		
OTHER TOTAL	\$100		\$ 100
CVB PROJECT TOTAL	\$1,400		\$ 3,850