



Grant Details

118486 - FY23 DMO Plan

122502 - FY23 Butte DMO Plan

DOC Office of Tourism

Grant Title: FY23 Butte DMO Plan
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Comments
Amendment Comments

DMO Plan Narrative

1. Describe Your Destination

Describe your destination (who you are, who you wish to attract and why they would come) addressing your strengths, opportunities, and potential challenges.

While Butte picked up the nickname of “The Richest Hill on Earth” as a mining metropolis in the late 1800s, our riches today consist of rugged natural beauty, impeccably well-preserved historical landmarks, European influenced architecture, and salt-of-the-earth people who make Butte unlike anywhere else in the US.

Strengths:

*Recent re-branding of the tourism entities to Butte Montana Wildly Historic

*Located at the intersection of interstates 15 and 90, we are the crossroads of Montana.

*2.5 hours from the West Gate of Yellowstone National Park and 5 hours from Glacier National Park.

*Proximity to some of Montana’s larger cities; 65 miles from Helena, 85 miles to Bozeman, 120 to Missoula, or as we like to say, we are in the middle of the 3 cities, with travel on interstate.

Butte has many designated visitor experiences, not including the Dumas & Myra Brothels, as they are included in available tours. As a community responsible for electrifying the nation, with vast amounts of copper mined in our surrounding area, Butte’s history comes alive at our attractions, all having a piece of the story of our mining history. Adding to this history is our future, as Butte transforms from grey to green with the Superfund cleanup and our delisting in 2024. We are the example of how to recover from past issues while still mining and producing needed copper, and molybdenum, a material used to make steel stronger.

We invite our visitors to enjoy at the following locations:

*Butte Trolley Tours & Visitor Information Center

*Berkeley Pit Viewing Stand

*Butte Archives

*Butte Mule Tours

*Clark Chateau

*Copper King Mansion

*Dumas Brothel

*Granite Mountain Mine Memorial

*Holy Trinity Serbian Church

*Mai Wah Society

*Mineral Museum

*Mother Lode Theatre

*Old Butte Historical Adventures

*Our Lady of the Rockies

*Piccadilly Museum of Transportation

*Science Mine

*Silver Bow Drive In

*Stodden Park Complex with Spirit of Columbia Gardens Carousel, Destination Playground and Ridge Waters Water Park.

*Spooks & Spirits Tours

*World Museum of Mining

Most attractions will open with prior notice for an "off season" tour.

*Variety of delectable restaurants

*Minutes from hiking, biking, camping, fishing, hunting, and OHV trails.

*Within 30 miles of city-center Butte is home to 13 trailheads to the Continental Divide National Scenic Trail. In August 2021 Butte became a designated CDTC Gateway Community, joining Helena, Anaconda, and Ovando

*In 2020, Butte signed the Consent Decree for past mining cleanup, and removing the community from being listed as a Superfund site. This decree gives Butte 120 acres of connected greenways, natural park spaces with wetlands, flowing water, native plants, wildlife habitat, urban walking trails, and play areas.

*Butte is home to Thompson Park, the only municipal park located on National Forest Service lands, available year-round for non-motorized recreation.

*Entertainment Committee organized to assist entities utilizing Butte and the surrounding area assets for film/entertainment industry projects. We were thrilled to be recognized at this year's Governor's Conference as "Film Friendly Community of the Year". We actively try to answer questions regarding our assets and how they fit into projects as they come forward.

*Advantage Butte is a group of businesspeople, athletic directors from Butte high schools, MT Tech, sport arenas and organizations. This group works together to attract and book sporting events into the Butte market.

*Economic development entities meet every other week to discuss new businesses, zoning changes, needs and wants as Butte works to bring more jobs to community. This group consists of the Butte-Silver Bow Chief Executive, Butte-

Silver Bow Government entities, Butte Local Development Corporation, Chamber of Commerce, NorthWestern Energy, St. James Healthcare, and Montana Tech.

Butte is back to being a festival city with festivals and events planned throughout the year:

St. Patrick's Day, Uptown Hoops, Freedom Festival, Montana Folk Festival, Butte 100, Brawls and Kickstart Days, Serbian Festival, An Ri Ra, Christmas Stroll, Ice Carving, Snoflinga and Chinese New Year as cornerstones. Add to this list, scheduled ghost hunts, Farmer's Markets, Art Walk, concerts, brewfests and sporting events.

Challenges:

- *Our cityscape depicts mining, Superfund designation

- *Blighted areas

- *We are not a destination.

- *Interstate junction and proximity to larger communities allows for traffic to drive by.

- *Limited air service

Opportunities:

- *Film industry projects

- *Joint Venture opportunities with SWMT and Brand Montana to share cost and promote our area as a "must see" when in the area destination. These opportunities have not been released at this time, all will be considered as to how it will positively impact Butte's tourism and based on available funding.

- *Increased interest in paranormal and ghost type of entertainment

- *Retirement from full-time teaching of Chris Fisk, a true Butte historian, trolley driver, tour guide and known for his paranormal knowledge.

- *Uptown Butte Master Plan coming to fruition

- *Creation of a park master plan for Butte

- *Our Lady of the Rockies has been granted permission to cross the I-15 interstate with a tram to take visitors to the statue site atop the East Ridge.

- *Educate visitors on clean up from past industrial remnants.

- *Purchases of many buildings in Uptown Butte with plans to transform them into condos/apartments. This will have more people in Uptown Butte taking advantage of restaurants, bars, and retail locations.

- *Praxis Training Center in the uptown will bring rural medical professionals to Butte for groundbreaking training.

2. Align with Montana Brand

Briefly describe how your destination aligns with the Montana Brand.

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

Cradled by soaring mountains on three sides, Butte offers nature lovers panoramic views and easy access to Montana's impeccably preserved and vast outdoors. Our perfect proximity makes mountain access a breeze—just south of town you'll find yourself in 3,500-acre Thompson Park where the historic Milwaukee Rail-Trail passing through two tunnels and over a 600-foot trestle bridge offers access to over 30 miles of trail. From there, how you want to unplug is up to you thanks to our miles of trails primed for hiking, horseback riding, wildlife watching, mountain biking, backcountry camping and more. Butte is on the Continental Divide, and the Continental Divide National Scenic Trail is accessible via 13 trailheads within an hour of Butte. Less than 20 miles from town is the stunning Highland Mountains where the peaks reach nearly 11,000 feet and visitors can drive a loop to view wildlife and majestic mountain ranges. For the best view of Butte and the surrounding landscape minus the hike, a tour bus will take you on a scenic drive right up to Our Lady of the Rockies, the 3rd tallest statue in America towering 90 feet atop the Continental Divide—you'll know it when you see her!

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

Location, location, location, Butte is the biggest of the small towns of Montana or the smallest of the large towns, whichever it is, Butte completes the list of visitor's needs, shopping, restaurants, adult-beverages, breweries, live entertainment, lodging, car repairs and medical.

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

Where freshwater lakes, rivers, creeks, and streams call to anglers to dip their lines.

Where miles and miles of trails are ready for both motorized and non-motorized recreationalists are invited to explore and test their endurance and skills.

Where wildlife grazes between the trees, in the water and along the open spaces

Where boulders rise-up luring rock climbers to test their abilities

Where rockhounds dig in the rich earth to uncover crystals, gemstones, and minerals.

And

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

Casagrande's Steakhouse & Guido's Bar located in an old warehouse

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

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

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

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

3. What is the strategic role of your DMO?

Select all that apply: Destination Marketing, Destination Management, Destination Stewardship, Destination Development).

Destination Marketing

Based on the strategic role you serve, provide the following information.

3a. Define your audience(s) (demographic, geographic, and psycho-graphic).

The primary market based on information from the ITRR for visitors overnighing in Butte is the repeat traveler who have enjoyed the national parks within several hours of Butte, specifically defined as leisure/FIT.

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

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

2021-70% had no first-time visitors in their group and 83% plan to return in the next 2 year

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

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

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

2021-44% of travelers visited Yellowstone and 58% visited Glacier

Demographics – Definitely Baby Boomers with an in the GenXer's, still traveling in groups of 2

Geographic – Residents from Montana, Washington, Idaho, Utah, California, Minnesota. As well as data as it comes forth from Placer.ai.

Activities enjoyed are shown below. While scenic driving is still dominant, a movement to being outdoors to day hiking, wildlife watching, photography, camping, recreational shopping and breweries are showing increases.

Secondary Markets:

Psychographic traveler Butte will focus on are those wanting to immerse themselves in unique communities like Butte, enjoying the history and lifestyles of the past and present. This secondary market will lend itself nicely to the tours and events around the paranormal. Also, travelers to our area are active and need the peace of the outdoors to rejuvenate themselves.

3b. What research supports your DMO strategy?

The bed tax dollar budget for Butte needs to be combined with the TBID collections to have a meaningful impact on tourism promotion for marketing/visitation, thus Butte will remain as a *Destination Marketing Organization*. Funding from the TBID contributes tourism promotional funding for: administrative costs, website development/upgrades/hosting, content for additional photo and video for all marketing platforms, printed materials (visitor guide, maps), and event sponsorship.

With no overcrowding issues and local tourismphobia, marketing Butte's outdoor and urban assets for both return and new visitors is the best use of bed tax funds currently. While our community would appreciate and welcome more visitation during the months of September – May there exists opportunities to increase visitation during the prime warm season as well. Supporting the need for more visitation during the warm season is data taken from STR, LLC data report showing occupancy and ADR for reporting lodging properties in Butte-Silver Bow. The warm season 2021 occupancy increased 3.61% over 2019 with an increase in ADR of 35.1% for the same timeframe.

Year	Occupancy June-August	ADR June-August
2021	77.5%	\$144.03
2020	55.9%	\$96.87
2019	74.8%	\$106.61

Year	Annual Occupancy	Annual ADR
2021	54.2%	\$117.90
2020	40.1%	\$93.32
2019	53.3%	\$98.39
2018	52.4%	\$98.24
2017	52%	\$99.13

Research

We utilize the resources obtained through the the Interactive Data and various articles and reports from the ITRR. Also, we look to data from the call center reporting from our tourism region Southwest Montana, Destination Analysts, STR, llc, guest book information from the VIC and Berkeley Pit Viewing Stand. We use Google Analytics for our website and performance statistics from our YouTube, social media, and OTT platforms.

Below is research supporting the various platforms we will utilize in FY23.

For multi-channel marketing:

Here are some of the top marketing channels we will consider. We suggest creating a strategy building our online presence through SEO, PPC, social media marketing and advertising, and a strong website. From there, will can add other channels to target more audience views as they become available.

https://localiq.com/wp-content/uploads/2021/09/liq-guide-cross-channel-marketing.pdf?mkt_tok=NjlyLUJlQy01MTcAAAGEC9rHOiO4oIEx2DVCO74wDUJH-6kyuqh836QoLtfCZZVwDDsNy3zEnl4tbZKDPoR8sX3wTeV5mXNvwfMooCxOOtrPXSkszibv-mJh-iigUK_2Nj2Q

For Social Media:

“Of all the social media sites used by respondents, the three platforms with the highest reported use were Facebook, YouTube, and Instagram. These three platforms were selected for further analysis between age groups. Regarding Facebook, the age group with the highest daily use rate were respondents between the ages of 30-49, with 65% using the platform on a daily basis. Sixty percent of those between 50-64 years old reported daily use, as well as 56% of those 65 years and older. However, only 33% of younger respondents (18-29) reported using Facebook daily, with 50% opting to use the platform on a more weekly basis.”

https://scholarworks.umt.edu/cgi/viewcontent.cgi?article=1420&context=itrr_pubs

<https://www.wordstream.com/blog/ws/2017/02/28/facebook-advertising-benchmarks>

For website info:

Regarding their information use prior to arriving in Montana, the top three most used resources were Google (46%, n=827), family and/or close friends (35%, n=623), and other websites, such as Yelp or TripAdvisor (32%, n=570). Other information sources, like podcasts and affiliated organizations (e.g., non-profits, school, AAA, etc.), reported lower use from respondents with 2% (n=32) and 10% (n=174), respectively. Once respondents arrived in Montana, road signs became their go-to information source with 49% (n=873) of respondents relying on that information. Similar to the information sources used before arriving, Google (43%, n=769) and family and/or friends (33%, n=589) continued to be useful sources of information for respondents. Conversely, information sources like podcasts (1%, n=16) and other organizations (4%, n=69) were of little use to respondents once they arrived in Montana.

https://scholarworks.umt.edu/cgi/viewcontent.cgi?article=1420&context=itrr_pubs

We cannot emphasize enough the importance of display advertising as display advertising provides benefits for our promotional efforts, as they are affordable, measureable, and targeted.

The following is taken directly from the research, the link appears below.

"6 Benefits of Digital Display Advertising"

1. It Has Outstanding Reach

If you consider that **Google Display Network alone reaches 90% of all internet users**, the incredible potential of display advertising should be clear as day. **Few other mediums out there can achieve the reach that display advertising has.** That is why it is **one of the most popular digital marketing tactics** out there.

2. It Is Excellent for Raising Brand Awareness

This type of marketing is best suited for businesses looking to **build brand awareness**. Because these ads are rarely placed in front of users looking to make a transaction. However, **display ads are also cost-effective**, making them an excellent choice for building an audience.

So when you combine all of the above, you have yourself a potent tool for getting your brand's name out there. And let's not forget to mention that **you can even exclude your ads from sites you don't want to be associated with.** This high degree of brand-safety advertisers get is why so many turn to display advertising.

3. It Captivates Your Audience

Instead of sticking to plain old boring text, **these ads utilize engaging visuals.** These help you **grab your users' attention** and draw it to your brand. You also have plenty of possibilities when designing these ads. So don't be afraid to play around a bit and experiment!

4. It Gives You Plenty of Targeting Options

The technology behind display advertising allows marketers to **target specific people** with their ads. That has proven to be a real game-changer in the digital realm and is the primary reason so many businesses are flocking to this type of advertising. Regarding the different targeting options you'll have at your disposal, here are a few:

1. **Contextual Targeting** — This option entails targeting your customers based on their **search engine** activity and search history. With **contextual targeting**, you can place your ads in front of people who have searched for relevant keywords and increase your chances of achieving conversions.
2. **Placement Targeting** — This type of targeting includes choosing websites you wish your ads to appear on. You can let Google ads show up on any sites you like, but having the option to restrict or even "favorite" some sites is invaluable. That way, you'll be able to include or exclude them in your follow-up campaigns.
3. **Demographic Targeting** — This option is perhaps the most useful because most brands cater to narrow target audiences and age groups. This kind of ad targeting lets advertisers distribute their display ads only to people who meet particular criteria such as age, gender, location, interests, language, etc. That allows brands to maximize the effectiveness of their advertising budget by delivering their ads only to the people most resembling their target persona.
4. **Behavioral Targeting** — This type of targeting uses your people's search history and online behavior to serve ads to users with relevant interests. **Behavioral targeting** is one of the most popular targeting methods nowadays because it gets advertisers' ads in front of the people most likely to buy.

5. It Has Various Pricing Options and Low Costs

One of the best perks of display advertising is its **flexibility in payment options** and its **low costs**. The two most common paid search engine ads you have at your disposal (we've already mentioned one of them) are **Cost Per Impression (CPM)** and **Cost Per Click (CPC)** ads. The latter is more popular, though, since you only have to pay for each person that clicks on your ads instead of on a per-impression basis. But overall, both of these methods are cost-effective compared to more **traditional advertising** forms, so you can't go wrong with either.

6. It Offers Excellent Tracking Options

An essential part of every marketing strategy is adapting when necessary. That is why **insight into your campaign's performance** is vital for success. And display ads offer just that! With these types of digital ads, you'll be able to know the exact number of impressions and clicks your ads receive. That will allow you to re-evaluate your tactic on the fly and adapt your strategy.

To view the above passages and gather more information, the following website article can be viewed.

<https://www.brid.tv/the-power-of-display-advertising-and-why-you-should-use-it/>

Importance of good content:

"In a piece published almost 20 years ago, Bill Gates wrote that content would play a primary role in online business.

Today, content marketing is an essential marketing tool. In this post, you'll learn about *six reasons your tourism brand needs content marketing.*" <https://storytellermedia.io/tourism-content-marketing/>

3c. What are your emerging markets?

While Butte was recognized at the 2022 Governor's Conference on Tourism and Recreation as the "Film Friendly Community of the Year, there remains so many more projects we can take on. We will continue to work closely with the Montana Film Commission to share availability of local outdoor, urban, and human assets to fulfill the needs and dreams of the entertainment industry.

Paranormal/Ghost Tours will be expanded upon as entertainment projects highlighting the local areas stories go live either through streaming, traditional and CTV platforms. We are waiting on the release dates of a paranormal series filmed August-November 2021 as well as more interest from the series "Ghost Town Terror" filmed at Gunslinger Gulch in Anaconda, with some footage filmed in Butte.

4. Define and describe your overall goals.

A goal is an idea of the future or desired result that a person or group of people envisions, plans and commits to achieve.

Increase year-round visitation to Butte

Provide engaging advertisements on various media platforms

Top of Mind Awareness for consumers

4a. Describe proposed tactics and projects as related to overall goals and controlled by the organization in its financial statements.

Utilize both still and video content to showcase Butte's unique offerings on targeted digital, social, traditional, streaming, website, and specific print platforms to increase return visitation while inspiring new visitors.

Utilize the resources and financial lift working with Brand Montana and Southwest Montana on Joint Ventures and FAM trips.

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Butte Montana Wildly Historic.jpeg

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Objectives/Metrics/Evaluation

Objectives	Measurable Metrics for Success	Report the Metric Achieved	Evaluation of Measurable Metrics for Success	Add'l Attchmnt
Promote Butte's tourism assets year-round to targetted audiences.	Increase year-round bed tax by a net +4% over FY22 Increase year-round occupancy on STR report by a net 2% over 2021	will complete at end of year	will complete at end of year	
Continue to gather and utlize inspiring still and video content to be used on all media platforms to capture visitation interest for return or potential visitors to Butte.	The following metrics will evaluated monthly during the fiscal year so changes can be made to evaluate and meet metric goals Increase time on visitbutte.com website to an average of 50 seconds from 40 seconds with 1.65 average page views up from 1.45 page views	will complete later	will complete later	

	<p>Increase downloads of visitor guide and information from film tab for entertainment industry by 5%</p> <p>Increase CTR for social ads from .9% to 1.0%</p> <p>Increase CTR for targeted digital ads from .19% to .21%</p>			
Increase entertainment industry projects	<p>Obtain four (4) entertainment industry projects as tracked through the Butte-Silver Bow film permitting process</p> <p>Using data from Placer.ai, Butte will track traffic from entertainment area projects to lodging properties</p> <p>Using STR LLC reporting to view monthly data for increases when entertainment industry projects are in the community</p>			
Increase overnight stays related to events/concerts/special tours	<p>Using artificial intelligence from Placer.ai, Butte will be able analyze visitor traffic as a way to gauge the ROI on event promotion</p> <p>Using STR, LLC reports, some comparasions will be garnered as monthly data is made available to compare to the same period in previous years, especially helpful for new events</p>			

DMO Budget

Allowable Methods	Amount Budgeted	% of Budget Allocated	Amount Expended	% of Budget Expended
Administration	\$36,000.00	19.54	\$0.00	0
Earned Media/Tourism Sales	\$500.00	0.27	\$0.00	0
Education/Outreach	\$750.00	0.41	\$0.00	0
Joint Venture	\$3,000.00	1.63	\$0.00	0
Opportunity Marketing	\$500.00	0.27	\$0.00	0
Paid Media	\$120,700.00	65.54	\$0.00	0
Research	\$5,000.00	2.71	\$0.00	0
Travel/Trade Shows	\$1,000.00	0.54	\$0.00	0
Visitor Services	\$16,750.00	9.09	\$0.00	0
	\$184,200.00	100.00	\$0.00	0.00

Narrative Evaluation

Reg/CVB Required Documents

Description	File Name	File Size
Minutes	Butte CVB Board of Directors Meeting 4.14.2022 for FY23.docx	16 KB
Butte bylaws	Butte CVB Bylaws October 2020.doc	52 KB
Certificate of Compliance	Scan0032.pdf	415 KB

