

Application Summary

Application: FY25 DMO Plan
Applicant: Butte Chamber of Commerce
Funding opportunity: FY25 DMO Plan

Application Responses

Organization Name: Butte Convention and Visitor Bureau
First Name: Stephane
Last Name: Sorini
Street Address 1: 1000 George Street
Street Address 2:
City: Butte
State: MT
Zip: 59701

Funding Opportunity: FY25 DMO Plan
Amount Requested: 196736.00

General Description Information

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

1a. Destination:

Who We Are:

Discover Butte, Montana: Where Adventure Meets Heritage-Butte is Wildly Historic*

Nestled within the rugged landscapes of Montana, Butte stands as a testament to the pioneering spirit and rich history of the American West. With its vibrant culture, breathtaking scenery, and endless opportunities for adventure, Butte beckons travelers from far and wide to experience its unique charm. Butte's cultural district hosts a monthly art walk, weekly farmer's market, and nightly music and entertainment. You can enjoy Butte's Symphony Orchestra at the historic Mother Lode Theatre and youth performances at the Orphan Girl Theater. Go underground for a guided mining tour at the World Museum of Mining or take a trolley ride for the fastest and most colorful way to learn about Butte you'll see where the characters, famous folk, miners, and scoundrels who lived and worked. Plus, you'll hear how they made Butte the lively, urban center it was. During the summer, entertain your friends with free festivals, highlighting cultural music and dance from around the world or hike the Continental Divide Trail or Urban Trail through Uptown Butte. Butte has something for everyone. Come see what you have been missing.

Heritage and History:

Butte's storied past is etched into every corner of the city, from its iconic mining headframes to its meticulously preserved historic districts. As one of the largest and most prosperous mining towns in the late 19th and early 20th centuries, Butte's mining heritage is deeply ingrained in its identity. Visitors can step back in time at the World Museum of Mining, explore underground mine tours, and wander through charming neighborhoods filled with beautifully restored Victorian-era architecture.

****Outdoor Adventures:****

Beyond its rich history, Butte offers an abundance of outdoor recreational opportunities for nature enthusiasts and thrill-seekers alike. Surrounded by pristine wilderness areas, Butte serves as a gateway to some of Montana's most breathtaking landscapes. Whether you're embarking on a scenic hike through the Highlands or casting your line into one of the region's crystal-clear rivers, Butte invites you to immerse yourself in the beauty of the great outdoors. 13 trailheads lead to the Continental Divide Trail. It is home to the Butte 100 Mountain Bike Races, which is deemed one of the hardest mountain bike races in the country with racers coming from 27 states, Canada, Australia, New Zealand, Africa, and Pakistan.

****Cultural Delights:****

Butte's cultural scene is as diverse as it is vibrant, offering a dynamic mix of arts, music, and festivals throughout the year. From live performances at the historic Mother Lode Theatre and Covellite Theatres to the annual Montana Folk Festival, there's always something exciting happening in Butte. Visitors can also savor the flavors of the West at local eateries, breweries, and distilleries, where hearty cuisine and craft beverages reign supreme. Outdoor festivals start in January with Snoflinga and a new film festival which will take place in 2025 and continue with St. Patrick's Day, Freedom Festival, Montana Folk Festival, Butte 100 Mountain Bike Races, An Ri Ra-Irish Festival, Covellite Film Festival, Food Truck Festival.

Filming "1923" has likely increased Butte's tourism due to the spotlight it brings to our historical significance. Visitors are drawn to locations featured in the series, sparking interest in our rich history.

****Plan Your Adventure:****

Whether you're seeking an adrenaline-fueled outdoor escapade or a stroll through history, Butte invites you to embark on an unforgettable journey. Discover why Butte is "Wildly Historic" Let Butte BE your destination.

1b. Strengths:

Strengths:

1. We are located at the junctions of I90 and 15; serving as a hub to a variety of outdoor recreation and cultural attractions both in Butte and within 30 minutes of Butte.
2. Located between Glacier and Yellowstone Parks. Visitors driving between the two parks typically will drive through Butte.
3. Located in the heart of Southwest Montana Tourism Region, most visitors will drive through Butte via I90 or 15.
4. Located in the headwaters of the Columbia River Basin, the Continental Divide National Scenic Trail surrounds Butte with 13 trailheads 10 to 60 minutes of Butte. Shuttle service to/from trailheads is available in Butte.
5. Located 10 minutes from Butte, Thompson Park is a congressionally designated Municipal Recreation Area with 30 miles of nonmotorized trails maintained yearlong.
6. Butte boasts 25 miles of urban trails highlighting historic Uptown Butte and Silver Bow Creek with connections to Anaconda. Uptown trails provide easy walking for all abilities and provide interpretation on Butte's history with panoramic views of the valley and

surrounding mountain ranges.

7. Largest Historic Landmark District in the United States with active funding to assist with preservation and interpretation of historic buildings. Guided and self-guided tours are available to tell Butte's story.

8. Large convention hotels to accommodate state and national meetings with easy access to airport connections.

9. Availability of hotels to accommodate large conventions in conjunction with the convention center as well as tourists.

10. Serve as a backyard to large communities within 1.5 hours of Bozeman, Missoula, and Helena for a variety of outdoor recreation opportunities including hiking, biking, and fishing.

11. 46 number of restaurants, breweries, and a distillery in a variety of settings offering cultural foods.

12. Over 20 attractions offering year-round or seasonal tours and entertainment.

13. 14 annual events and festivals held yearlong to provide shoulder season opportunities for visitors.

14. 3 live performance theatres located in historic Uptown Butte featuring local, regional and national music, dance, and drama performances.

15. Major park facility featuring a waterpark, destination mining-themed playground, golf course, and carousel.

16. Strong sense of community that is welcoming to visitors and actively involved with providing tours and education opportunities year round.

17. Close proximity to a public Jack Nicklaus golf course in Anaconda.

18. Variety of small businesses featuring unique specialty shopping opportunities not found in large box stores in communities.

19. Backdrop and location for a variety of major film and television series including the hit series: 1923 filmed in and around Butte.

20. Nationally recognized MT Tech and Highlands College for higher education.

1c. Opportunities:

Opportunities:

National Historic Park Destination:

Butte's incredible history deserves National Historical Park status. A historical park designation is not just about preserving the past, it is about investing in the future. Work is being done to obtain this designation which would also bring a National Historical Park Visitor Center to Butte and national visibility as a destination.

Continental Divide Trail Coalition:

Gateway Community for the **Continental Divide Trail** (CDT)

Air Service Development:

The Committee continues to work on expanding our current flights and growing service with additional flights

Supporting current festivals and bringing new events to Butte

The Wall That Heals-Vietnam Memorial Wall Replica August 2024

Covellite Film Festival-November 2024

North by Northwest Film and Music Festival-January 2025

1d. Potential Challenges:

Challenges:

While Butte, Montana, has many attractions and draws for tourists, like any destination, it also faces some challenges in promoting tourism:

- Seasonality:** Butte's tourism may be heavily dependent on certain seasons, such as the summer months when outdoor activities are more accessible. This can lead to fluctuations in visitor numbers throughout the year and make it challenging to maintain a steady flow of tourists during off-peak seasons.
- Limited Awareness:** Despite its unique offerings, Butte may struggle with limited awareness among potential visitors. Many tourists may not be familiar with Butte as a travel destination compared to more well-known cities or national parks in Montana.
- Infrastructure:** The city's infrastructure, including transportation and accommodation options, may not be fully developed to meet the needs of tourists, especially during peak seasons. Inadequate transportation options can deter potential visitors from planning trips to Butte.
- Competition:** Butte competes with other destinations within Montana and the broader region for tourist dollars.

Nearby attractions such as Yellowstone National Park or Glacier National Park may overshadow Butte in terms of popularity, making it challenging to attract visitors away from more well-established destinations. Challenge is to showcase Butte to attract

return visitors as they pass through Butte.

5. **Perception:** Some potential tourists may have misconceptions about Butte, particularly regarding its mining history or industrial past. Overcoming negative perceptions and showcasing Butte's transformation into a vibrant cultural and outdoor destination can be a challenge in marketing efforts.

6. **Sustainability:** Balancing tourism growth with environmental conservation and the preservation of Butte's historic and cultural heritage is essential. Managing visitor impact on natural areas and ensuring responsible tourism practices are implemented can be a challenge for sustainable tourism development.

Addressing these challenges requires strategic planning, collaboration among stakeholders, targeted marketing efforts, and investment in infrastructure and amenities to enhance the overall tourist experience in Butte, Montana.

7. AirService Travel:

The Bert Mooney Airport is centrally located in Southwest Montana and offers easy access to both Interstates 90 and 15. BTM has only Delta Connection flights between Butte and Salt Lake City. Challenges are time of flights as difficult to get to Midwest/East Coast.

Other challenges:

Workforce challenge to serve visitors at attractions due to older demographics

Attracting younger demographic workforce

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2. Briefly describe how your destination aligns with the Montana brand or describe the Brand strategy for your DMO.:

How We Align With The Montana Brand

Butte fits perfectly with the Montana Brand enabling Butte Wildly Historic to work cooperatively with Brand MT. Butte is steeped in history. From its boomtown days fueled by mining to its vibrant cultural heritage, there's a lot to explore and discover.

Spectacular Unspoiled Nature:

Just south of Butte you will find yourself in 3500 acre Thompson Park where the historic Milwaukee Rail-Trail passing through two tunnels and over 600 foot trestle bridge offers access to over 30 miles of trail.

Butte is surrounded by mountains on all three sides with access to trails for hikers, mountain bikers, horseback riders, wildlife watching, backcountry camping and so much more.

Vibrant and Charming Small Town:

Butte is a place brimming with character and allure. It's rich history, welcoming community, and picturesque surroundings make it a gem worth exploring. Visitors are curious about what Butte has to offer—From the Berkeley Pit Viewing Stand to Our Lady of The Rockies. Visitors arrive curious and often leave with a deep appreciation for its fascinating history, vibrant culture, and stunning natural beauty. It is a place that leaves a lasting impression on all who explore its streets and soak in its unique atmosphere

Breathtaking Experience By Day, Relaxing Hospitality At Night

By day, Butte offers breathtaking experiences with its stunning natural surroundings (trailheads within 5 minutes of uptown Butte to hike, mountain bike and explore) rich history (Granite Mountain Mine Memorial, Berkeley Pit Viewing Stand, CopperKing Mansion), and diverse cultural attractions (Mai Wah Chinese Museum) Whether exploring the majestic mountains or delving into the city's heritage there's always something captivating to discover. At night, Butte's hospitality shines through, offering a relaxing atmosphere where visitors can unwind in cozy accommodations (Fairmont Hot Springs, Copper King Hotel and Convention Center, Best Western Hotel) enjoy delicious local cuisine (Lydia's, Casagrandas, La Casa Toscana, Pork Chop Johns, Pekin Chinese Restaurant) and visit our distilleries and breweries to end your evening. It is the perfect balance of adventure and relaxation, making Butte a memorable destination around the clock.

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Destination Marketing:

Destination Management:

Destination Stewardship:

Destination Development:

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

What is the Strategic Role of Your DMO?

Define your audience (demo, geo and psycho graphics)

Destination Marketing:

Define your audience:

The primary market based on the information from the ITTR for visitors overnighing in Butte is the repeat traveler who has enjoyed the national parks within several hours of Butte.

<https://my.visme.co/view/6x33v0pr-butte-tourism>

No First Time Visitors: 69%

Some First Time Visitors 12%

All First Time Visitors 19%

The Primary Residency of Travel Groups were

Washington 12%

Colorado 7%

Idaho 6%

Utah 6%

Florida 6%

California 5% Arizona 5%

Travel Group Type:

Couple 55%

Self 16%

Immediate Family 18%

Extended Family 2%

Friends 4%

Average Group Size

2.3 people

Entry Method:

Auto/Truck 74%

RV/Trailer 18%

Air 7%

Survey Age: 20 minimum age

57 average age

86 maximum age

Male: 53%

Female: 47%

Average Income: \$100,000 plus

Average age of traveler: 65-74 (45%)

55-64 (30%)

Reasons for Trip:

Vacation/recreation/pleasure: 54%

Visit friends/relatives 15%

Business/Conventions/Meetings 3%

Attracted to Montana for:

Glacier National Park-52%

Yellowstone National Park-50%

Family Friends 29%

Activities on Trip

Scenic Driving 52%

Day Hiking 41%

Wildlife Watching 32%

Target Audience Per Amplified Digital:

Age:

25-34/35-44/45-54/55-64/65+

Education:

College/Grad School/No College

Gender:

Male/Female

Household:

Housing Status: Own/Rented Married/Single

Income:

50-75k/75-100k/100-125k/135-150k/150k-200+

Interests: Business Travelers/Luxury Travelers/Outdoor Recreation/Paranormal/Wedding/Conference Market

Travel and Adventure Keywords

Adventure Travel/Adventure Vacations/Adventure destinations/Adventure tour packages/Fine Arts/Outdoor Adventures/Outdoor Recreation/Performing Arts/RV Parks/Tourist Attractions/

3b. What research supports your DMO strategy? :

- **Pay-per-click** (PPC or Paid Keyword Marketing or SEM/Search Engine Marketing) – Goal is to reach travel intenders to our area. Past performance has been around 6.4% click-through rate (CTR), which is above the 4.7% national benchmark average for travel and hospitality. Our historic cost-per-click (CPC) has average \$1.40, which is less than national average of \$1.53 for travel and hospitality. We plan to continue to optimize to maximize engagement for the lowest cost.
- **Targeted display with retargeting** – Goal is to continue to reach prospective travelers using targeted programmatic display advertising. Past campaigns have performed above national benchmark (.11% CTR compared to national benchmark of .07% CTR). Optimization for this year is to track conversion data to further understand website visits and traffic flows on the VisitButte.com website.
- **Targeted email marketing** – We have deployed paid email campaigns, reaching highly targeted audiences in target markets. Click-to-open rate (CTOR) is the primary key performance indicator (KPI), allowing us to see how many people clicked on the email and then took action. The national average CTOR is 10.5% and on average our campaigns performed at 11.24%, meaning a higher number of people not only opened the emails but also engaged with the content. Using email has allowed us to leverage more storytelling in our paid messaging, educating prospective travelers in a more personal way.
- **Site user match (AmpID)** – We plan to deploy new technology this year that captures detailed information about users who visit the website, VisitButte.com. This additional pixel-based tool will us to capture actionable user data, including addresses, email addresses, demographic information like household income and family status among

other details, so we can both remarket to those individuals with highly customizable messages, but also use it to further refine the messaging and prioritize the right content on the website to reflect the users who are visiting.

ITTR

Digital Concepts Marketing

Amplified Digital Marketing

Sinclair Marketing

Governors Conference On Toursim-2024

3c. What are your emerging markets?:

What are your emerging markets?

Butte will continue to pursue filming projects.

Paranormal activity continues to have a huge interest with our Spooks and Spirits tours have increased due to demand.

Continue to promote our outdoor recreation.

Leisure entertainment for couples looking for a weekend getaway in Butte with breweries/distilleries, theatre, dining and lodging.

Film and Music Festivals continue to grow with several entertainment venues providing shoulder season events in addition to summer events.

Motorcycle touring is an emerging market due to our proximity to mountain passes and broad valleys that provides scenic vistas and uncrowded highways.

Continue to promote Butte for film and television locations.

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

Potential customers to target: Per Amplified Digital

Maryland, New Jersey, California, Colorado, Massachusetts, Washington, Connecticut, Minnesota, VA, NY

Who could be our best prospects to target: Media Engagement

Midlife success, Accumulated Wealth, Affluent Empty Nests, Conservative Classics

Custom Marketing Insights-How target groups engage with media. This shows us which tactics are used

MS

AW

AEN

CC

Browse the Internet:	95.7%	97.3%	93.8%	93.5%
Online Reviews	62.6%	64.5%	58.2%	57.9%
Taargeted Display	95.4%	97.0%	93.5%	92.9%
Stream TV	76.3%	79.0%		
You Tube TV	69.3%	66.3%		
OnLine News	93.7%	95.0%	91.4%	89.9%
Facebook	75.6%	76.5%	70.6%	72.2%
Instagram	55.1%	54.1%		

Recommendations

The Visitor Journey-Per Amplified Digital

To Create Awareness and Create Reach for the Return Visitor

Awareness: Online ads, streaming audio, targeted display, you tube, qr codes, facebook and Instagram ads and retargeting.

Retention: Email, Retargeting, Survey, Facebook and Insta ads, organic social presence

You Tube TV:

According to SemRush

82% of people use You Tube as a source of entertainment

18% use it to specifically to follow brand and companies

37% of viewers ages 30-49 use YouTube as a new source

We would do 6 sec non skippable ads.

5. Define and describe your overall objectives. Objectives are formed from your goals. They are logical, attainable steps to achieve the goals and are able to be measured.:

Objectives/Metrics/Evaluation:

OBJECTIVES	MEASURABLE METRICS FOR SUCCESS	REPORT THE METRIC ACHIEVED	EVALUATION OF SUCCESSFUL METRICS
Engage With Repeat Visitors	Targeted Digital Marketing Surveys Direct Emails focusing on entertainment, outdoor recreation and adventures, historic locations and attractions, Overall, we expect engagement		

	<p>to remain above benchmark in FY25, with click-through rate (CTR) the primary KPI for PPC and targeted display, and click-to-open rate (CTOR) for targeted email. PPC expected to perform at about 6.4% CTR (compared to 4.7% CTR national benchmark), .11% CTR for targeted display (compared to .07% CTR national benchmark), and a CTOR for targeted email to be 11%+ (compared to 10.5% national benchmark).</p>		
<p>Increase Visitation Platforms used to promote Butte</p>	<p>Work with businesses to get updated photos and information to put on the website.</p> <p>We would like to have 50% of the businesses to respond with photos and updated listings</p> <p>Update website with links that work and that aren't redirected.</p> <p>Improve and enhance visitors experience to www.visitbutte.com. Employ Amplified ID to execute this. Achieve 100% all marketing success to drive all marketing platforms to website</p>		
<p>Develop programs for community outreach on tourism and hospitality training and how to promote and utilize Butte Wildly Historic</p>	<p>SuperHero Workshop training to provide tools to front line workers. Do 2-3 a year.</p> <p>Brand Awareness Workshops through Amplified Digital Marketing . Do 2 a year</p> <p>For Staff and those involved in tourism in the community for local businesses, community stakeholders and ambassadors.</p>	<p>T</p>	

	The goal is to give everyone the tools and information they need so we are all collectively sharing the same messages to visitors and prospective visitors throughout the year.		
Develop a plan to work with travel/tour markets on stopping and staying in Butte	Work with travel/bus companies on putting an itinerary together on staying in Butte while traveling between Yellowstone and Glacier Establish a relationship with up to 5 companies		

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DMO Budget:

\$ 196,736.00

Administration \$39,347.20

Joint Venture \$3,000.00

Opportunity Marketing \$2,000.00

Marketing Personnel \$5,000.00

Up to, but not exceeding, 20% of the organization's new annual revenue may be designated to cover administrative expenses, which are identified in section 5.5.3. New annual revenue shall be defined as any new lodging facility use tax collections that have not had administrative expenses deducted from it. The intent of the administrative budget is to cover costs incurred in the implementation of approved methods funded by the lodging facility use tax.

The Department offers organizations the opportunity to partner in marketing projects (joint ventures) with the Department and other lodging facility use tax funded entities. Organizations shall request approval of joint ventures budget from the council at the time of the approval of the DMO plan. Projects that are decided upon after the approval of the DMO plan shall be funded through (1) opportunity marketing, (2) as a new project, or (3) by transferring funds within the approved organization's budget into their joint venture line item

Organizations may use up to 10% of their total budget for Opportunity Marketing. These funds are then available to implement marketing methods which were unknown at the time the marketing plan was approved by the Council. Up to 50% of Opportunity funds may be committed to Convention and/or Event Subsidies. These methods should maximize the goals of the organization's marketing plan.

Personnel related to publicity, marketing, sales and community outreach (costs can include gross wages for hours worked, paid time off, and employer state and federal taxes). • A job description including the duties of marketing personnel should be on file at the organization. • If an individual is compensated with lodging facility use tax funding for both the administrative position and the marketing personnel position

concurrently, the following requirements apply: • Compensation must be made on an hourly basis for administrative duties and marketing duties. • At the end of each pay period, to the payroll invoice, each organization is required to: • Attach a payroll summary showing the breakout of hours worked on administrative tasks versus marketing tasks during the pay period. • Attach a marketing report that includes the days or date ranges and number of hours worked and duties performed during the pay period.

Paid Media \$120,000.00

Multi MediaPrint - \$8,000 - SWMT Guide and Yellowstone Journal
Out of Home - \$3,000 - billboard at Williamsburg
OTT - \$7,000

Broadcast - \$9,000

Targeted Digital/Social/PPC - \$87,000.00

Website Photos-15,000.00

Earned Media \$1,000.00

Fam Trips

Educational Programs, Trainings, Workshops, Conferences and Professional Development. Must be State sponsored VIC staff training or DMO approved customer service training. Costs associated with attendance to TAC meetings, Governor’s Conference on Tourism, board meetings, etc. Expenses related to support of educational partners such as Voices of Montana Tourism.

Education and Outreach \$2,500.00

Travel and Tradeshow \$4,000.00

Calgary Outdoor and Adventure Show

VIC Funding \$15,000.00

VIC Staffing from May-September

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Narrative Evaluation:

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