



Grant Details

125123 - FY24 DMO Plan

128715 - FY24 Butte CVB DMO Plan

DOC Office of Tourism

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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.

Butte, like the rest of this magnificent state, understands the need for tourism as an industry positively impacting the business community and its residents. According to the US Census data from 2021, the tourism entities of "accommodation and food services" in the Butte market last year, residents received a clear picture of what tourism can mean for a community. "1923" spent approximately \$20M in the Butte economy. The return of the production this year is anticipated with excitement, bringing

Butte is strategically located at the intersection of interstates 15 and 90, with easy access and close proximity to the larger communities of Bozeman, Helena and Missoula, where robust air service offers a multitude of flights. At this time Butte's airport recognizes its position as not quite a destination, growth potential goes far beyond the city being used as a fuel stop. Serious promotion is done to capture more time from the visitor, an extra hour, meal, shop-stop, with the ultimate goal of overnight

Almost all of Butte's promotional campaigns reside in the nimble digital world where messaging is targeted, monitored, and adjusted to meet the needs and changes of the traveler landscape. Butte promotes regionally and statewide with seasonal on public lands in the US, is located 10 miles from city-center, offering 12 months of non-motorized recreation along with the ability to jump onto the Continental Divide National Scenic Trail (CDNST) and jump off at any one of the other 12 trailheads

Butte offers to visitors 20 attractions/tours/recreational offerings with availability into the shoulder seasons. Food is not just a requirement, it is a need, offering over 50 locally owned and operated restaurants Butte's visitors should find something for

Sporting events have returned to full schedules, the meeting market is rebounding with participation to almost 2019 levels. The motorcoach market has found Butte more interesting than in the past with anticipated overnights in 2024 and 2025. Butte's Montana Folk Festival, Butte 100, Serbian Festival, An Ri Ra, Christmas Stroll and Ice Carving events. Gaining notoriety are block events hosted on Galena Street with music and food trucks along with Music on Main and Lunch in the Park.

All of the above has been witnessed with steady increases in CVB and TBID collections. Using the Smith Travel Research data year-to-date statistics 2019 (pre-C19) through 2022, occupancy increased 12.8% and Average Daily Rate (ADR) increased

Strengths

Economic Development Partners-Uptown Master Plan

The Butte Convention and Visitors Bureau/Tourism Business Improvement District (CVB/TBID) have been a recognized partner at local economic development meetings, where promotional campaigns and projects are viewed with the same enthusiasm of Commissioners in May 2022, incorporates projects related to visitors as they approach and entrench themselves into this historic city, most importantly accessibility and wayfinding. <https://uptownbuttemasterplan.com/concept-plans/>

Revitalization in the Uptown District

Many historic buildings in Uptown Butte have been purchased and are in various stages of renovation. This will add housing, retail, and office spaces to the historic district. UPTOP, the custom apparel design company in Butte, will construct a new Outdoor Recreation Access

Literally minutes from the city, enthusiasts can find themselves on trails where the chances of seeing another person is unlikely, whether it is on foot, mountain bike, or cross-country skis, there are many trails waiting to be explored. Winter fun can Butte boasts over 2-dozen parks with 13 pavilions/gazebos. Part of the park system includes: Ridge Waters Waterpark, and the mobility accessible destination. An urban trail system, ex-urban trails, and bike lane network.

The Big Hole River, south of Butte on I-15, is home to 5 species of game fish, brown trout, cutthroat trout, brook trout, rainbow trout and the lower 48 states last remaining native fluvial arctic grayling. The Sportsman Lodge in Melrose offers OHV recreation. Local golf courses offer fun for lower handicaps at the Highland View Golf Course, as well as competitive courses for high handicap players, Fairmont Hot Springs Resort and the Old Works in Anaconda. Working on the golf game in the colder winter.

Evening Entertainment

With the new Managing Director at the Mother Lode Theatre, a change is taking place. Understanding the capacity of the theatre for booking shows, how to tap into a younger market, and not staying with the status quo, more music, comedy and y Weekend music has seen a significant return from decades ago. Gone is the question, "Is there a band playing somewhere?" to now "Whose playing at The Depot, Elks, Helsinki, 51 Below, McQueen, and Slainte?" The music is varied as the crowd rolls.

Meetings and Conferences-Lodging

Mentioned above the numbers are returning, Butte offers its conference attendees the easily accessible full-service Fairmont Hot Springs Resort, and the completely renovated traditional in-town Copper King Convention Center, Ascend Hotel Colle suggestions for team building or a breakaway from the meeting. Always the goal is to entice meeting goers to return to Butte when leisure time needs to be filled.

Lodging options have changed with more short-term rentals coming on the market. Although short-term rentals do not collect the TBID, their contributions to the accommodations tax collections is evident. The Bed & Breakfast previously known as husband, Sonia best known as the owner and chef at La Casa Toscana in Uptown Butte.

Entertainment Industry

Not just "1923", but movies not yet released, "Broke" and "American Triage" have yet to be released. The television series "Ghosts of the Devils' Perch" premiered on the Travel Channel in August 2022 with 8 episodes all filmed in Butte about paranormal. These awards say what words cannot, Butte is open for entertainment industry projects. This industry has brought locals into this new field as they look for work and new adventures. Now Location Scouts are retired foresters and legislators, retired common find, as knowing how to load and unload a production vehicle in record time is a feat, and catering for large numbers is less challenging for local restaurants.

Advantage Butte

This is the group slated with everything sports related. Advantage Butte takes funding from a variety of sources, including economic mill dollars, membership, and assistance from Butte's TBID. Advantage Butte understands sporting events and has

Challenges

Superfund it is not "Super-Fun"

While Butte is closer than ever to being delisted, the fact exists the moniker still belongs to Butte.

Please Don't Just Drive-on By

The strength of being at the intersection of interstates 15 & 90 is also a challenge, as highways are meant to move quantities of traffic along. Butte still has the issue of getting visitors to stop. Rough data from 2021 MDT, at I-15/I-90, RP 125.45, 3 vehicles.

On the Move-Transportation

Limited air service through the SkyWest Connection to and from Salt Lake City.

Uber/Lyft is not as prevalent as the three (3) taxi services in the city.

Bus service routes through the city-county government is operational Monday – Friday with some service on Saturday. Riding the bus is free and accessible for all mobility challenges.

Seasons/Weather

Winter in Montana has a reputation, the past few years a mild winter has locals convincing any who would hear, winter in Montana is not harsh. The winter season of 2022/2023 was long and drawn out. Spring arrived the very end of April, snow still skies remain smoke free.

Blight

It remains a problem, some due to poverty, others because of uncaring/absentee owners.

Since the pandemic some improvements in neighborhoods have happened, it remains, there are areas in the community in need of remediation. Also, this is an opportunity, as Community Enrichment is active, a Zoning Master Plan is in the works,

Opportunities

Healthcare Training (Praxis Center)

Plans are moving forward for the construction of the Praxis Center in Uptown Butte for year-round rural healthcare training. Moving forward with the need for nursing on-boarding, the first module of 2-week training will begin the summer of 2023 with

Highlands College-Workforce Training

Under the leadership of Karen Vanderveer this Job Site Ready institution is rapidly training individuals to enter the workforce with coursework, and cooperative training with various businesses in Butte. Working with Accelerate Montana, Highlands possibility of working with Flathead Valley Community College and Accelerate Montana.

Air Service Development

The air service committee is actively working to add an additional flight into the Butte market.

Education on the Past and Into the Future-Sustainability

The definition of sustainability refers to causing little or no damage to the environment and therefore able to continue for a long time. The destruction of Butte's landscape is in conflict with definition, yet there the message of Butte's past and present. The Berkeley Pit water treatment process is a story of how toxic becomes pure, good over bad. This story, along with the remediation work, shows Butte is evolving and changing, yet remaining historic and true to its roots. Butte has an opportunity

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 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 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

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

When Butte re-branded itself with BUTTE MONTANA *Wildly Historic*, it captured the vibrancy of the smallest-large town in Montana. Butte is not full of chain stores, yet it is in the locally owned businesses, offering services and goods where kind and
Breathtaking experiences by day...and relaxing hospitality at night

Fresh water lakes, rivers, creeks, and streams call to anglers to dip their lines. Miles and miles of trails are ready for both motorized and non-motorized recreationalists are invited to explore and test their endurance and skills. Wildlife grazes between crystals, gemstones, and minerals.

At the end of these days in the sun and on the water, calls for recharging in places of convenience. While some may wish to camp, Butte wants to be the place a head is rested on a pillow in one of many lodging establishments, offering the comfort

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

2020-85% were repeat visitors

2021-70% had no first-time visitors in their group

2022-75% had no first-time visitors in their group

National Park visitors are a significant part of visitor's trips into 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

2022-42% of travelers visiting Yellowstone and 53% visited Glacier

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

Geographic – Residents from Montana, Washington, Idaho, California, Alberta Canada, Utah, Saskatchewan Canada, Wyoming.

Placer.ai data shows Montana, Washington, California, Canada, Idaho, Colorado, Arizona, Texas, Oregon, Utah, Florida.

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, breweries and other historical sites.

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 a themselves

Looking to take an *Adventure/Hiking Vacation* in the next 12 months - 500-mile radius

King County-WA, Salt Lake County-UT, Multnomah County-OR, Snohomish County-WA, Pierce County-WA, Utah County-UT, Ada County-UT, Clark County-WA, Clackamas County-OR, Davis County-UT

Looking to take a Family Vacation in the next 12 months – 500-mile radius

King County-WA, Salt Lake County-UT, Pierce County-WA, Snohomish County-WA, Utah County-UT, Ada County-ID, Spokane County-WA, Clark County-WA, Clackamas County-OR, Davis County-UT

Demographics-Source: Claritas Prizm Premier

Midlife Success – Adventure/Outdoor Vacation, Family Vacation, Ski Vacation

Demographics: Age: 21-44, Median Income: \$87K, Mostly Single without children, college or postgrad., 55% spend 1-4 hours/day on social, 64% spend 10+ hours/week on the Internet

Media Engagement: Internet, Targeted Display, Online News, Mobile/email, Stream TV, Facebook, Stream Audio, Youtube, Online Reviews, Instagram

Accumulated Wealth/Young Accumulators/Mainstream Families=Adventure/Outdoor, Family Vacation, Fishing, Ski Vacation (only Accumulated Wealth have interest in skiing)

Demographics: Age: 30-43, Median Income: \$91K, Family: Married with children in home, Education: some college or college grad., 52% spend 1-4 hours/day on social. 57% spend 10+ hours/week on Internet

Media Engagement: Internet, Targeted Display, Mobile/email, Online News, Search, Facebook Stream TV, Stream Audio, YouTube, Online Reviews, Instagram.

Conservative Classics- Family Vacation, Fishing

Demographics: Age: 55+, Median Income: \$88K, Family: Married without children at home, Education: college or postgrad, 42% spend 1-4 hours/day on social, 50% spend 10+ hours/week on internet.

Media Engagement: Cable TV, Broadcast TV, Newspaper Print, Online Reviews, Online News, Search, Internet, Targeted Display, Facebook, Mobile/email

3b. What research supports your DMO strategy?

Zane Hartog (2021, October 15,). What is a Destination Management Organization (DMO) and Why Should Destinations Care? Solimar International. <https://www.solimarinternational.com/what-is-a-destination-management-organization-dmo-and->

Contrary to popular belief, the overall objective for a DMO isn't only to bring more tourists to the destination. It is to make tourism more sustainable and thus enjoyable for visitors for years to come. Hence, in a nutshell, DMOs engage in a variety of

- *Educating travelers about the destination's attractions and offerings*
- *Marketing through targeted campaigns*
- *Working with other organizations on issues related to sustainability to achieve common goals*
- *Addressing resident concerns related to tourism*

Weissmann, Arnie (Preview 2023). Executive View 2023: Lindsey Ueberroth, CEO of Preferred Travel Group. Travel Weekly. <https://www.travelweekly.com/Preview-2023/Roland-Vos-CEO-of-Belmond>

People will continue to travel including with families. Experiences will be important i.e., looking for the favorite places of friends they visit.

Travel Forecast (Fall 2022). https://www.ustravel.org/sites/default/files/2022-11/us-travel-forecast_fall-2022.pdf

Forecasting tables to include leisure, business, international. These tables show Canadian travel should increase, an important market to Butte.

Kavanaugh, Molly (2023, March 22). Travel Trends, Active Lifestyle Blog. <https://blog.kao.kendal.org/travel-trends/>

1. *Environmentally sustainable travel is gaining traction.*

According to Forbes Advisor: "Hand in hand with a desire to see a destination as locals do, travelers are putting more emphasis on traveling responsibly. A Virtuoso survey found that clients want to benefit local people and the economy and are will

2. *Slow travel is good for the environment too.*

Instead of flying from point A to B, many travelers are slowing down and opting for slower transportation, says Conde Nast Traveler.

3. Pandemic worries have been replaced with money concerns.

While a new AARP survey found that 81% of adults 50-plus who plan to travel in 2023 believe it's safe to travel they are planning trips with an eye on inflation. This means that many travelers will spend less and opt for destinations in the United States. "Notably altering their travel habits are those age 70 and older, who anticipate spending over 40% less on 2023 trips than they planned to for 2022. They also remain the most cautious age group concerning COVID-19," according to AARP.

4. Milestone travel remains popular.

Whether it's a significant birthday or special family gathering, people enjoy traveling to new destination to celebrate the occasion. And the travel industry has taken notice, with hotels designing special spaces and vacation rentals offer chef and other amenities. Travel is a top interest for older adults and Frommer's has come up with its "best vacation ideas and destinations" for this crowd.

The list, probably looks familiar: Alaska cruises, Central Europe River cruises, Canadian Rockies train trip, and closer to home U.S. National Parks and Santa Fe, New Mexico and St. Augustine, Florida.

Road Scholar trips are also popular with older adults seeking educational, intergenerational or physically active adventures

Pitrelli, Monica (2023, April 16). Gen Zs don't have a lot of money, but they're traveling anyway. CNBC Travel. <https://www.cnbc.com/2023/04/17/gen-z-travel-trends-travel-often-save-money-and-look-for-adventure-htm>

This article explores the Gen Zs, they want cultural experiences, chance to unwind and relax. They are looking for "deals" and are also planning family trips. This generation has no idea what life was like before smartphones and social media.

Pitrelli, Monica (2023, March 26). More millennials are turning 40 – and they're changing travel as we know it. <https://www.cnbc.com/2023/03/27/millennials-are-turning-40-and-theyre-changing-travel-as-we-know-it.html>

Millennials, along with Gen Zs, are more likely to spend money on experiences than on consumer goods (46% vs. 37%), according to American Express Travel's 2023 Global Travel Trends Report.

With their vacations no longer defined by spring break sojourns or backpacking on the cheap, millennials are seeking trips that focus on mental health and relaxation.

Compared with older generations, millennials and Gen Zs are prioritizing trips that focus on personal wellness (61% vs. 48%) and staying in hotels with spas and wellness services (60% vs. 43%), according to the report.

Younger people are also more likely to be inspired to travel by movies and TV shows as well as social media platforms such as Instagram and TikTok.

Howarth, Josh (2023, January 23). Top Travel Industry Trends, Exploding Topics (2023-2026). <https://explodingtopics.com/blog/travel-industry-trends>

Travelers Crave Local Experiences

The "experience economy" is huge in the travel industry. **But fewer and fewer people may be settling for commonplace vacation activities in the coming years.** Instead, "consumers [will] pursue authentic experiences, distancing themselves from mass tourism trend because "people no longer want boring and conventional travel experiences as much as they used to. Instead, they would rather pay for vacations that are once in a lifetime opportunities". **Airbnb is betting on this trend.** Their website has a

But they also added online experiences in 2020 for people who are seeking to connect with locals without leaving their homes.

"Withlocals" offers "personalized traveling" — the opportunity for travelers to book private tours and activities with locals around the world.

Smith, Matt (2023, March 20). Travel trends: How Canadian travelers are taking off this spring, Canada Blog. <https://blog.google/intl/en-ca/products/supporting-businesses/travel-trends-how-canadian-travellers-are-taking-off-this-spring/>

Travel Trend #1: Travel demand skyrockets as Canadians spring into their next trip with airline searches surpassing 2019

Travel Trend #2: Travelers are open to inspiration and influence

A changing of the seasons is bringing in a new wave of intrigue and welcoming travel inspiration. We're seeing more Canadians open to influence, with Google searches for 'where to travel' reaching all-time highs within the last year alone. And with researching locations, comparing prices and looking for suggestions on where to go on their next vacation.

Travel Trend #3: It's the era of craving culture and searching based on seasonality

Say sayonara to staycations! With the past few years prompting domestic travel or venturing south of the border to the United States we're now seeing strong interest in European and Asian destinations bounce back in a big way, as shown by the trends.

Mariano, Kristin (2022, December, 16). 7 significant travel trends to expect in 2023, Travel Daily Media. <https://www.traveldailymedia.com/7-significant-travel-trends-to-expect-in-2023/>

Travelers will continue to prefer short-term rentals over big chain hotels. According to American Express Global Business Travel (Amex GBT), chain hotel rates will significantly rise in 2023. In fact, this price surge has been predicted by CNB costs.

With the rise in travel costs, short-term rental bookings will continue to benefit both the traveler and independent accommodation owners through 2023.

No, inflation is not forcing travelers to pinch pennies — many are actually splurging. While inflation feels like a mountain, travelers are climbing it and won't be intimidated. In fact, according to Booking.com "Travel in 2023" report, nearly half whopping 72% report travelling will always be worth it with the mood of travelers shifting to "bold adaptability" for 2023.

According to the U.S Travel Association, travel spending is 6% above 2019 levels as of December 2022.

It's not to say travelers won't consider budget as they travel in 2023, but they will be smarter when booking, including taking advantage of never-before-seen travel deals, participating in loyalty programs, and booking directly on an accommodation's website.

Travelers will return to nature – but without being completely unplugged. We also found in our internal data that travelers are increasingly seeking a combination of city and nature.

For example, NYC Glamping, a trending, unique property right on the East River in Brooklyn, New York, offers the one-of-a-kind experience of staying in a well-appointed (and of course, Instagrammable) industrial shipping container with breathtaking views.

"We've noticed a trend of travelers wanting to get back to nature, but not being completely unplugged or too far away from city life," says NYC Glamping manager Lana Surzhivoka. "The general feedback is a sense of relief... they get to experience

The property is among thousands in the “eviivo” collection where guests can be completely removed in unfurled natural settings — while having the instant gratification of high-speed Wi-Fi, top-notch mobile service and high-tech amenities in the pr

Wellness and improving quality of life is fueling 2023 travel.

Dong, Chris (2023, March, 23). These Are the Biggest Travel Trends of 2023, according to the President of American Travel Express Travel, Travel and Leisure. <https://www.travelandleisure.com/top-travel-trends-of-2023-american-express-travel-#>

One common theme among travelers worldwide: The continued “rise of ‘set-jetting,’” per the report, a.k.a. destination decisions that are heavily influenced by a binge-worthy show or Hollywood film. Entertainment-focused tourism has been on the ri a destination after seeing it featured in a TV show, news source, or movie.”

While Amex’s report doesn’t mention specific programs, Hendley tells T+L that “people are booking trips to destinations like Yellowstone, Paris, or Sicily after being inspired by their favorite TV shows.” It isn’t difficult to surmise that travelers are see

Pokora, Becky (2022, December 8). Here’s What to Expect From 2023 Travel: Trends and Predictions, Forbes. <https://www.forbes.com/advisor/credit-cards/travel-rewards/travel-trends-predictions-2023/>

Regardless of Where or How You Go, Experiences Reign Supreme

The days of nothing but rest and relaxation are changing. Almost all travelers want to spend at least part of their trip experiencing new or unique activities, according to a survey by GetYourGuide. In fact, 90% of respondents want to experience a d

Even though it sounds like everyone is chasing the same goal, there are a hundred different approaches to learn about culture or try something new. The internet can make it easier to find specialty tours and local events, but this might be the year i

Additional Research:

Amplified Digital data provided through Placer.ai or Zartico, both companies are able to track people via their smartphones.

Visitor information as obtained at the Butte Chamber of Commerce/Visitor Information Center and Berkeley Pit Viewing Stand

Call Center Information as provided by the Southwest Montana Travel Region

Reporting data from campaigns and website as provided through vendors

Montana Office of Tourism and Business Development – General Travel Statistics

Smith Travel Research – Butte Montana Hotel Statistics and competitive market analysi

Institute of Tourism and Recreation Research -Interactive Data

3c. What are your emerging markets?

Butte will continue to pursue projects under the umbrella of the entertainment industry. The return of the production of “1923” for 2023, Butte feels the notoriety will assist in the continuation of other industry projects.

Paranormal types of projects will continue to be a part of Butte’s marketing. It will be important to be conscious and respectful of those individuals and businesses not wanting to be associated with this market segment. The benefit of this market is

Leisure entertainment promotion targeted toward individuals/couples wanting to get away for a weekend of fun, dining and lodging. This idea comes forward from the “evening entertainment” strength above.

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.

While the warm season is the busiest with recreational opportunities open and ready, hotel occupancy still has room for growth. Butte will work to obtain more overnight visitation, between the parks, festival attendance and overall offerings.

Increase shoulder season visitation with culinary and entertainment offerings

Increase awareness of the outdoor recreational offerings in the Butte area, pairing overnight stays in tax and/or assessment paid lodging facilities.

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 ads, remarketing ads, traditional broadcast, OTT, website, and specific print platforms to increase return visitation while inspiring new visitors.

Butte is a designated Gateway Community for Continental Divide National Scenic Trail (CDNST). With this designation Butte will work with businesses catering to the CDNST travelers to increase awareness on the Continental Divide Trail Coalition

The Butte CVB/TBID/Chamber of Commerce will bring together venues offering music, performers, hoteliers, restaurants and year-round attractions to host a promotion campaign to engage visitors outside of Butte for overnight stays. This will be d

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

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Objectives/Metrics/Evaluation

Objectives	Measurable Metrics for Success	Report the Metric Achieved	Evaluation of Measurable Metrics for Success																																																																
<p>Increase shoulder season overnight stays</p>	<p>Increase 3% over FY20* for the quarter October-December 2019* and FY22 quarters January-March and April-June 2023.</p> <p>Increase 1% month-over-month occupancy in STR from 2019* for each month October-December 2023 and January-June 2024.</p> <p>*2022 Butte had the production of 1923, FY22 was post just Covid-19, so going back to pre-Covid-19 numbers for comparasion purposes.</p>	<p>Successful and continuing metric. Successfully achieved a 3% increase from FY20 to FY23, with an overall growth of over 4.5% by FY23.</p> <p>Not successful and continuing metric. The criteria to achieve a 1% month-over-month increase in occupancy in STR from 2019* to 2024 were not met.</p> <p>*2022 Butte had the production of 1923, FY22 was post just Covid-19, so going back to pre-Covid-19 numbers for comparasion purposes.</p>	<p>Silver Bow County Gross Lodging Tax Revenue saw an overall increase of 4.5% compared to FY20, with quarterly revenues reported as follows: October–December 2019 (\$206,330.43), January–March 2022 (\$256,984), and April–June 2023 (\$450,024) (Silver Bow County Website)</p> <p>The criteria to achieve a 1% month-over-month increase in occupancy in STR from 2019 to 2024 were not met. This was due to the unavailability of STR data for 2019, as well as inconsistent growth in the 2023 through April 2024 data, along with both growth month-over-month increase in occupancy in 2025.</p> <p>STR (November 2022-April 2024)</p> <table border="1" data-bbox="413 922 2024 1057"> <thead> <tr> <th data-bbox="413 922 625 946">Occupancy (%)</th> <th colspan="2" data-bbox="625 922 940 946">2022</th> <th colspan="8" data-bbox="940 922 2024 946">2023</th> </tr> <tr> <td data-bbox="413 946 625 971"></td> <th data-bbox="625 946 793 971">Nov</th> <th data-bbox="793 946 940 971">Dec</th> <th data-bbox="940 946 1066 971">Jan</th> <th data-bbox="1066 946 1192 971">Feb</th> <th data-bbox="1192 946 1318 971">Mar</th> <th data-bbox="1318 946 1444 971">Apr</th> <th data-bbox="1444 946 1570 971">May</th> <th data-bbox="1570 946 1696 971">Jun</th> <th data-bbox="1696 946 1822 971">Jul</th> <th data-bbox="1822 946 2024 971">Aug</th> </tr> </thead> <tbody> <tr> <td data-bbox="413 971 625 995">This Year</td> <td data-bbox="625 971 793 995">53.3</td> <td data-bbox="793 971 940 995">42.7</td> <td data-bbox="940 971 1066 995">36.1</td> <td data-bbox="1066 971 1192 995">42.2</td> <td data-bbox="1192 971 1318 995">48.9</td> <td data-bbox="1318 971 1444 995">46.2</td> <td data-bbox="1444 971 1570 995">62.3</td> <td data-bbox="1570 971 1696 995">70.5</td> <td data-bbox="1696 971 1822 995">73.9</td> <td data-bbox="1822 971 2024 995">69.7</td> </tr> <tr> <td data-bbox="413 995 625 1019">Last Year</td> <td data-bbox="625 995 793 1019">45.8</td> <td data-bbox="793 995 940 1019">40.6</td> <td data-bbox="940 995 1066 1019">37.0</td> <td data-bbox="1066 995 1192 1019">45.9</td> <td data-bbox="1192 995 1318 1019">51.9</td> <td data-bbox="1318 995 1444 1019">52.6</td> <td data-bbox="1444 995 1570 1019">62.5</td> <td data-bbox="1570 995 1696 1019">74.0</td> <td data-bbox="1696 995 1822 1019">77.6</td> <td data-bbox="1822 995 2024 1019">81.4</td> </tr> <tr> <td data-bbox="413 1019 625 1044">Percent Change</td> <td data-bbox="625 1019 793 1044">16.3</td> <td data-bbox="793 1019 940 1044">5.2</td> <td data-bbox="940 1019 1066 1044">-2.5</td> <td data-bbox="1066 1019 1192 1044">-8.1</td> <td data-bbox="1192 1019 1318 1044">-5.8</td> <td data-bbox="1318 1019 1444 1044">-12.2</td> <td data-bbox="1444 1019 1570 1044">-0.4</td> <td data-bbox="1570 1019 1696 1044">-4.7</td> <td data-bbox="1696 1019 1822 1044">-4.8</td> <td data-bbox="1822 1019 2024 1044">-14.4</td> </tr> </tbody> </table>										Occupancy (%)	2022		2023									Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	This Year	53.3	42.7	36.1	42.2	48.9	46.2	62.3	70.5	73.9	69.7	Last Year	45.8	40.6	37.0	45.9	51.9	52.6	62.5	74.0	77.6	81.4	Percent Change	16.3	5.2	-2.5	-8.1	-5.8	-12.2	-0.4	-4.7	-4.8	-14.4
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<p>Data collection for festivals, concerts, Mother Lode Theatre events, evening entertainments, and specialty tours.</p>	<p>Using Placer.ai to gauge visitor traffic for each event date(s) to gauge ROI on event promotion and future promotional funding</p>	<p>See Replacing Objective #2.</p>	<p>See Replacing Objective #2.</p>																																																																
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workforce training for the hospitality industry.	quarterly meetings.		
Engage and further refine targeted out-of-state visitors and in-state visitors utilizing targeted display and social display promotions.	<p>Targeted display industry benchmark is .07%, Butte is currently at .083% for FY23. Butte is projecting a 15% increase for FY24 targeting foot traffic data.</p> <p>Social display has been under performing for FY23 at .29%. Butte is projecting meeting the industry benchmark of .90%</p>	<p>Almost met and continuing. Butte is currently collecting data for Targeting Display Industry Benchmarks and has established social media benchmarks for the period from July 1 to December 1, 2024.</p>	<p>Not met and continuing. Butte has transitioned away from utilizing the Montana Standard for advertising and website management. New targeting display industry benchmarks, reflecting performance across various ads and the website, will be available starting in FY24.</p> <p>Almost met and continuing. Current social media benchmarks indicate a growth of 0.68% and are projected to reach the industry standard of 0.90% by the end of Fiscal Year 2025 (Facebook, 2024).</p>
REPLACING OBJECTIVE 2 Data collection for festival, concerts, Mother Lode Theatre events, evening entertainments and specialty tours. Regardless if promotional dollars are requested from either the CVB or TBID, paid media dollars will be used to promote all events in the Butte market.	Butte will use Placer.ai and/or Zartico to geo-fence venues to view past traffic for annual events as a way to determine audience demographics for promotion. The same platform(s) will be used to gauge visitor traffic for each event date(s) in FY24 to determine ROI on event promotion and future promotional funding.	Successfully transitioning into the three programs and will continue metric. Currently, the Butte utilizes Placer.AI for visitor data with support from the analysis manager at Town Pump. Efforts are underway to integrate data from Zartico and ROVE into this process.	Butte utilized Placer.AI to gather data on the 2024 Folk Festival, which attracted 160,000 visitors, and the An Ri Ra Festival, which hosted 19,400 visitors (Placer.AI, 2024). Butte will continue with Placer.AI and working with the Department of Commerce to leverage data for future promotional efforts.
REPLACING OBJECTIVE #3 Work with SWMT and Highlands College to fully develop workforce training for the hospitality industry	REPLACING MEASURABLE METRICS FOR SUCCESS FOR #3 Information gathered from tourism stakeholders with quarterly meetings/surveys and completed short training modules by front line staff.	Not met and continuing metric. Butte did not complete the task of fully developing workforce training for the hospitality industry in collaboration with SWMT and Highlands College.	This objective is ongoing in partnership with Southwest Montana and Highlands College. Butte looks forward to the program that Visit Southwest Montana will implement using Resiliency Plan funding.
NEW Increase warm season overnight stay. Review of visitbutte.com website. Working with hoteliers to utilize Locl, a Joint Venture with BrandMT. Possibly utilizing the	NEW Utilizing Smith Travel Report data comparing month-over-month and year-over-year statistics. visitbutte.com website analytics.	Not met and continuing to look for additional partnerships. Butte did not participate in the joint venture with the Montana Office of Tourism (MTOT) involving Locl.	ITI Digital was not approved by the TBID. Joint ventures and cooperative marketing opportunities with the Montana Office of Tourism (MTOT) will be considered as future programs become available. Website analytics are currently unavailable due to a recent

services of ITI Digital to use business websites for visitbutte.com listings, funding through the TBID.

DMO Budget

Allowable Methods	Amount Budgeted	% of Budget Allocated
Administration	\$38,349.00	17.5
Earned Media/Tourism Sales	\$1,000.00	0.46
Education/Outreach	\$2,000.00	0.91
Joint Venture	\$2,000.00	0.91
Opportunity Marketing	\$2,000.00	0.91
Paid Media	\$142,763.00	65.16
Marketing Personnel	\$5,000.00	2.28
Research	\$6,000.00	2.74
Travel/Trade Shows	\$4,000.00	1.83
Visitor Services	\$16,000.00	7.3
	\$219,112.00	100.00

Narrative Evaluation

The new Butte Director of Tourism, Kehli Hazlett, began her role on Monday, May 20, 2024. She is still familiarizing herself with her responsibilities within the CVB and TBID boards. Her predecessors, Maria Porchervina and Stephanie Sorini, continue. During this reporting cycle, some of our goals have been met, but as with any transition, there have been shifts in focus and priorities. The director hopes the reviewers will understand these adjustments and recognize the effort made to gather data. A key accomplishment for the director has been completing the state report, ensuring timely payments, exploring new advertising and website opportunities, and successfully completing the FY2024 audit. With ongoing support from Barb Sanem, the director aims to conduct the FY2025 audit independently, improve proficiency with online QuickBooks, and focus on increasing month-to-month growth in hotel stays.

DMO Plan Attachments

Description

File Name