

Application Summary

Application: FY26 DMO Plan - Butte DMO

Applicant:

Funding opportunity: FY26 DMO Plan

Application Responses

Organization Name: Butte DMO

First Name: Kehli

Last Name: Hazlett

Street Address 1: 1000 George Street

Street Address 2:

City: Butte

State: Montana

Zip: 59701

Funding Opportunity: FY26 DMO Plan

Amount Requested: 194319

TAC Approved Budget: 194319

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:

The Richest Hill on Earth: Butte, Montana

Nestled in the grandeur of the Rocky Mountains of southwest Montana, between Yellowstone and Glacier National Parks, Butte is Montana's most unique city—offering small-town charm with a big-city feel. Within minutes, you can explore miles of motorized and non-motorized trails or enjoy pristine waterways for fishing, floating, and wildlife viewing. Encircled by the Continental Divide National Scenic Trail, Butte boasts 13 trailheads that provide breathtaking panoramic vistas and distinctive geologic formations for both day hikes and overnight treks.

Home to one of the nation's largest National Historic Landmark Districts, Butte preserves a wealth of turn-of-the-20th-century architecture, listed on the National Register of Historic Places. The city celebrates its mining industrialization history, sharing the stories and culture of the men and women who immigrated to "Butte America" from Western Europe in search of opportunity.

"Wildly Historic"

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 of 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, embark on underground mine tours, and wander through charming neighborhoods filled with beautifully restored Victorian-era architecture.

Beyond its rich history, Butte offers an abundance of uncrowded outdoor recreation for nature enthusiasts and thrill-seekers alike. Surrounded by thousands of acres of forests and grassland, the city serves as a gateway to some of Montana's most breathtaking landscapes. Whether hiking the scenic Highland Mountains, casting a line into crystal-clear rivers, or simply soaking in the rugged beauty of the region, Butte invites you to experience the best of the great outdoors.

1b. Strengths:

Historical Significance

Butte is home to the **largest National Historic Landmark District** in the United States, a testament to its storied past in copper mining and the era of the legendary **Copper Kings**. This rich heritage provides visitors with a fascinating window into America's industrial and cultural history.

Cultural Events

The city hosts celebrated events such as **Saint Patrick's Day, the Montana Folk Festival, and An Rí Rá**, are festivals showcasing different heritage and music. These other events highlight Butte's diverse cultural traditions and attract visitors from across the country.

Outdoor Recreation

Nestled in the stunning **Rocky Mountains**, Butte is a paradise for outdoor enthusiasts, offering camping, **hiking, biking, horseback riding, and fishing** opportunities minutes from town. The **Basecamp Butte** initiative promotes these recreational experiences, further establishing the city as a premier destination for adventure seekers.

1c. Opportunities:

Butte, Montana, offers a unique blend of history, outdoor adventure, cultural experiences, and small-town charm. Whether you are a history buff, outdoor enthusiast, or festival-goer, there are countless opportunities to explore and enjoy.

1. Historical & Cultural Exploration

- **Largest National Historic Landmark District** – Explore one of the most extensive historic districts in the U.S., filled with Victorian-era architecture and preserved mining landmarks.
- **Trolley Tours** – A guided trolley tour that provide fascinating insights into Butte's history, architecture, and the significant role the town played in the U.S. mining industry.
- **Spooks & Sprits Tours (Paranormal)**: Take a deep dive into Butte's history, accompanied by

tales of spirit sightings—and, if you are lucky, perhaps even a personal encounter with one of the city's famed residents.

- **World Museum of Mining** – Step back in time with underground mine tours and exhibits showcasing Butte's rich mining history.
- **Berkeley Pit** Visitor Center—The visitor center offers a look at the Berkeley Pit Lake, a former open-pit copper mine and surrounding historic and active mine workings with a unique environmental story.
- **Our Lady of the Rockies** – Our Lady of the Rockies is the fourth-largest statue in the world and can be seen from miles away. There are tours that take you to the statue, which offers an amazing view of the city and the surrounding area.
- **Clark Chateau & Copper King Mansion** – Tour grand historic homes from the era of the Copper Kings.
- **Mai Wah Museum** – Learn about Butte's Chinese and Asian immigrant heritage.
- **Dumas Brothel Museum** – Discover the history of Butte's red-light district.

2. Outdoor Recreation & Adventure

- **Hiking, Biking, & Horseback Riding** – Over 25 miles of urban trails and access to the Continental Divide Trail.
- **Fishing & Boating** – Nearby rivers and lakes offer excellent trout fishing and water recreation.
- **Thompson Park** – A congressionally designated municipal recreation area with 30 miles of non-motorized trails and picnic areas.
- **Skiing & Snowshoeing** – Downhill and cross-country skiing within an hour of Butte.
- **Snowmobiling** – Groomed trails provide family fun and adventure at several nearby locations.
- **Golfing** – Enjoy courses in Butte and a public Jack Nicklaus-designed course in nearby Anaconda.
- **Butte 100 Mountain Bike Races** The Butte 100 race weekend consists of three individual races, a 100-mile, 50-mile and the Sorini 25, taking place atop the Continental Divide just outside of Butte, Montana.

3. Festivals & Events

- **Montana Folk Festival** – A multi-day event featuring traditional live music, dance, and cultural exhibits from all over the nation.
- **Christmas Stroll** - Held during the holiday season, this event features a downtown parade with lights, festive decorations, and opportunities to shop local businesses. It's a great way to kick off the Christmas season in Butte.
- **Winter Market** - A seasonal market that runs in the colder months, featuring local artisans, handmade crafts, and fresh produce. It provides a cozy atmosphere for shopping and gathering during the winter season.
- **An Rí Rá Irish Festival** – A celebration of Butte's Irish heritage with music, dance, and storytelling.
- **St. Patrick's Day** – One of the largest St. Patrick's Day celebrations in the U.S. featuring a parade, Edmonton Bagpipers, and Handing Down the Heritage Family event.

- **Butte Farmers' Market** – A vibrant seasonal market with local produce, crafts, and food vendors.
- **Lunch in the Park** - A summer event where the community gathers for live music, food vendors, and outdoor fun in Uptown Butte's Emma Park. It's an informal, relaxed way to enjoy a mid-day break.
- **Freedom Fest** - A celebration around the Fourth of July, featuring a community parade, live music, food, and fireworks. It's a great way for locals and visitors to celebrate Independence Day in Butte.
- **Mother Lode and Covellite Theatres** – Live music, dance, and drama performances featuring regional and national entertainment.
- **Snoflinga** – A winter festival featuring family events including skating, cross country skiing, snowshoeing, fat-biking, curling, and more.

4. Food, Drink & Shopping

- **46+ Restaurants, Breweries & Distilleries** – Enjoy diverse dining, craft beer, and Montana-made spirits.
- **Local Shopping** – Unique boutiques, antique stores, and specialty shops have items not found in big-box stores.
- **Headframe Distillery & Breweries** – Experience locally crafted beverages in a historic setting.

5. Film & Media Tourism

- **Film Location Hotspot** – Butte has served as the backdrop for major movies and TV series, including *1923*, *Ghosts of Devil's Perch*, and *Needle Man*.

6. Family-Friendly Attractions

- **Stodden Park** – Features a 9-hole golf course, water park, mining-themed playground, , picnic areas, and sports fields.
- **Spirit of Columbia Gardens Carousel** – A beautifully restored carousel reminiscent of Butte's historic Columbia Gardens amusement park located at Stodden Park.

With its blend of rich history, outdoor adventure, cultural events, and small-town charm, Butte offers something for every traveler.

1d. Potential Challenges:

While Butte has a rich history, stunning outdoor recreation, and vibrant cultural events, several challenges can impact tourism growth and visitor experience.

1. Limited Awareness & Marketing

Butte is frequently overlooked in favor of Montana's more renowned attractions, such as **Yellowstone, Glacier National Park, and Bozeman**, which results in fewer visitors.

- Many travelers pass through Butte without realizing its historical and recreational opportunities.

2. Seasonality & Winters

- Tourism peaks in summer and significantly declines in winter, affecting businesses that rely on visitor traffic.
- Winters and unpredictable weather can limit outdoor activities and make travel difficult.

3. Limited Air & Public Transportation Access

- Butte's **Bert Mooney Airport** has limited commercial flight options, making access more difficult for out-of-state visitors.
- Public transportation options for tourists are minimal, making it harder for visitors without vehicles to explore the city and surrounding areas.

5. Environmental & Industrial Legacy

- The **Berkeley Pit Visitor Center or Viewing Stand**, while a unique attraction, is also a reminder of Butte's environmental challenges due to past mining activities. Some visitors may have concerns about pollution and Superfund cleanup efforts.
- Perceptions of Butte as a former industrial town with environmental damage may deter some tourists.

6. Limited High-End Accommodations & Amenities

- While Butte has hotels suitable for conventions and budget travelers, there are **fewer luxury accommodations** compared to other Montana destinations.
- Some visitors seeking high-end resort-style experiences may opt for locations like Big Sky or Whitefish instead.

7. Competition from Nearby Destinations

- Cities like Bozeman, Missoula, and Helena offer similar outdoor recreation and cultural experiences with more developed tourism infrastructure.
- Tourists heading to Yellowstone or Glacier may bypass Butte without stopping.

8. Workforce & Economic Challenges

- Seasonal tourism jobs can be hard to fill, and the local workforce may struggle to meet hospitality demands during peak seasons.
- Some businesses may not operate year-round due to fluctuating tourism traffic.
- Current United States Tariffs will limit Canadian visitors.

Opportunities to Overcome Challenges

- **Improved marketing** to highlight Butte's rich history, uncrowded outdoor adventure, and cultural festivals.
- **Infrastructure investment** in historic preservation, road improvements, and transportation.
- **Enhancing family attractions** to draw more diverse visitor demographics.

While Butte faces some challenges in attracting and retaining tourists, strategic investments and promotion efforts can position the city as a must-visit destination in Montana.

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

Butte, Montana aligns with the broader Montana brand by embracing the state's core attributes of integrity, accountability, resiliency, and a love for Montana by showcasing its rich history and unique culture in Butte. The city, known for its mining heritage and vibrant arts scene, embodies the Montana ethos of rugged individualism and unspoiled natural beauty. As part of the state's destination marketing strategy, Butte attracts visitors by emphasizing its historical significance, outdoor recreation, and small mining town charm—elements that resonate with both domestic and international travelers seeking a genuine Montana experience.

Butte's marketing efforts support the Montana Department of Commerce's vision of preserving and promoting the state's character while fostering sustainable growth. The city's commitment to local culture, coupled with its strategic use of tourism data, helps create campaigns that inspire travel interest and intention, contributing to the overall goal of sustainable economic development through tourism.

In this way, Butte enhances Montana's brand by offering a distinct experience that highlights the state's value of a love for Montana, while also being a part of the larger narrative of an evolving yet resilient state that thrives on its authenticity and ability to innovate.

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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):

1. Demographic Profile:

- **Age & Life Stage:**

- Primarily adults (18-62+), many of whom are in established family life stages or traveling as couples. Families (22% immediate family) and couples (53%) make up the bulk of travelers.

- **Income Level:**

- Likely middle to upper-middle-class, considering the popularity of motels/hotels (72%) and the prevalence of RV/truck/auto travel, which suggests affordability for an average middle-income

group.

- **Travel Group Size:**

- Most groups average 2.2 travelers per trip, which might indicate small families, couples, or friends traveling together.

- **First-Time Visitors:**

- 80% of visitors are returning, which suggests a loyal or repeat visitor base, though 9-11% could be new visitors in each group.

2. Geographic Profile:

- **Primary Locations:**

- Visitors come mainly from **Washington** and **Utah**, so marketing efforts might be best focused on these regions, with targeted advertising and promotions for potential travelers from these states.

- **Primary Entry Methods:**

- Most travelers come by **Auto/Truck** (77%) or **RV/Trailer** (15%), which indicates that they may prefer more flexible travel and self-guided exploration.

- **Key Locations Visited:**

- Top visited attractions like **Glacier National Park**, **Yellowstone National Park**, and **Flathead Lake** suggest that visitors are interested in the larger Montana destinations. Butte might position itself as a convenient or central base for visitors heading to these iconic sites.

3. Psychographic Profile:

- **Purpose of Visit:**

- A significant percentage of visitors come for **pleasure (41%)** and are motivated by scenic activities and outdoor adventures, while others are **passing through (30%)** or visiting family and friends (17%).

- **Activities:**

- Interests include **scenic driving (50%)**, **day hiking (46%)**, and **wildlife watching (31%)**. These preferences suggest that visitors to Butte are outdoor-oriented and seek natural experiences, which may influence the types of activities and services to highlight.

- **Travel Planning Behavior:**

- Visitors largely rely on **search engines** (41%) to plan their trips, with **map applications** and **search engines** also being the top sources used during the trip (31% and 16%, respectively). There is a tendency to seek immediate, accessible information online, indicating that digital and mobile-based marketing should be prioritized.

Target Audience Summary:

1. Demographics:

- Adults in family or couple stages (average group size 2.2)
- Middle to upper-middle-class

- 80% returning visitors, with 9-11% first-time visitors

2. **Geographics:**

- Primarily from **Washington** and **Utah**
- Primarily traveling by **auto/truck** (77%) or **RV/trailer** (15%)

3. **Psychographics:**

- Interests in **outdoor activities** such as scenic driving, hiking, and wildlife watching
- Motivated by **pleasure** (41%) or family-related visits (17%)
- Use **search engines** (41%) to plan and **map applications** (31%) during their trip

Marketing Implications:

- **Digital and Mobile Marketing:** Focus on optimizing content for search engines and mobile devices to cater to visitors who primarily use these tools for trip planning.
- **Outdoor Adventure Appeal:** Emphasize activities like scenic drives, hiking, and wildlife watching in marketing materials, especially for travelers looking for uncrowded outdoor experiences.
- **Regional Focus:** Place targeted ads in Washington and Utah, where a large portion of the visitors originate. Highlight Butte's convenience as a stopover or base for those visiting Glacier, Yellowstone, and other natural attractions.
- **Repeat Visitor Incentives:** Consider loyalty programs or return visitor discounts, given that 80% of travelers are not first-time visitors.

3b. What research supports your DMO strategy? :

- The Butte Destination Marketing Organization (DMO) is taking a comprehensive approach to strategy planning for 2026 by leveraging data from multiple reliable sources. By incorporating tourism data, event attendance insights, hotel stays, visitor interactions, and website analytics, this will create a more informed and targeted marketing plan.

Each of these sources brings its own strengths:

- **ITRR (Tourism Data):** Provides a high-level understanding of general tourism and recreation trends and behaviors, which is crucial for identifying target markets.
- **Placer.ai (Event Attendance):** Understanding where visitors are coming from for specific events helps identify trends in tourism tied to events, allowing for tailored marketing efforts around these spikes.
- **Smith Travel Report (Hotel Stays):** This data is especially important for tracking occupancy rates, seasonal patterns, and the effectiveness of promotional efforts on hotel bookings.
- **Butte Visitor Information Center (VIC):** Visitor interactions here provide direct insight into the demographics of your audience, what they're seeking, and any evolving preferences.
- **Tempest Technologies (Website Analysis):** The website's performance data reveals real-time visitor behavior, helping to understand what online content is driving engagement and conversions.
- **Social media:** Social media analytics (Facebook and Instagram) offer valuable feedback on public sentiment, engagement levels, and campaign reach, helping to fine-tune messaging and

audience targeting.

- **Streaming Ads (Hulu and YouTube):** Data from streaming platforms like Hulu and YouTube helps track the performance of digital video campaigns, providing insights into audience reach, viewer engagement, and conversion rates.
- Together, these data sources provide a well-rounded view of how Butte is performing in terms of tourism and offer a clear path for aligning marketing strategies accordingly.

3c. What are your emerging markets?:

The Butte Destination Marketing Organization (DMO) will focus on domestic tourism within the United States (US), particularly targeting visitors from Montana, Washington, Utah, Colorado, California, and Idaho (ITRR, 2025, Butte Tourism Demographics; Placer.ai, 2025, Butte Demographics). This strategic shift responds to the US tariffs and migration trends affecting Canadian visitors (Montana Standard, 2025, para. 1). According to Tourism Economics, "The Trump administration's rollout of tariffs is likely to cause a drop in international travel to the US. The company is expecting a 9.4% drop in the number of people arriving in the US, nearly double the 5% drop predicted at the end of February" (Montana Standard, 2025, para. 1). The DMO seeks to capitalize on promising tourism trends and visitor spending in these states through targeted marketing and promotional campaigns.

Institute for Tourism and Recreation Research (ITRR). 2025. Butte Tourism Demographics.

Placer.ai. 2025. Butte Tourism Demographics.

The Trump Administration Could Cost the US Tourism Sector. Montana Standard. (April 3rd, 2025). https://mtstandard.com/life-entertainment/nation-world/travel/video_53934764-ee62-5503-b33e-8438d5985cc1.html

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

The Butte Destination Marketing Organization (DMO) has identified several key goals aimed at increasing tourism, promoting Butte's unique assets, and ensuring sustainable growth for the destination. These goals focus on attracting both domestic visitors and enhancing the city's appeal to specific target demographics. The DMO will leverage strategic data, local culture, historical landmarks, and outdoor recreational opportunities to drive tourism and local economic growth.

Overall Goals:

- 1. Increase Domestic Tourism: Focus on driving visitation from the targeted states (Montana, Washington, Utah, Colorado, California, and Idaho) to counter the decline in international travel due to tariffs.**

2. **Increase Length of Stay and Visitor Spending:** Encourage visitors to stay longer in Butte by promoting a wider range of experiences, including historical tours, outdoor adventures, cultural events, and local businesses.
 3. **Strengthen Butte's Brand Identity:** Position Butte as a must-visit, year-round destination with rich historical roots, scenic landscapes, and vibrant festivals.
 4. **Promote Sustainable Tourism:** Foster long-term, sustainable growth in tourism, balancing visitor numbers with the preservation of Butte's historical and environmental assets.
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Proposed Tactics and Projects Related to Goals

To achieve these overarching goals, the DMO will implement a series of strategic tactics and projects, focusing on increasing visibility, strengthening the city's unique offerings, and aligning with emerging tourism trends. Below are the key tactics and the projects designed to support each goal:

1. Increase Domestic Tourism

Tactic: Targeted Marketing Campaigns in Emerging U.S. Markets

- **Project:** Digital advertising campaigns focusing on neighboring states (Washington, Utah, Colorado, California, Idaho, and Wyoming) via platforms like Google Ads, Facebook, Instagram, and Hulu/YouTube streaming ads. DMO will incur no costs as we are collaborating with our local Tourism Bureau Improvement District, focusing on joint marketing plans for events in Butte (e.g. tournaments, festivals, etc.)
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2. Increase Length of Stay and Visitor Spending

Tactic: Enhanced Hospitality and Visitor Services

- **Project:** Improve visitor services at the Butte Visitor Information Center (VIC) with additional staffing, upgraded materials, and digital resources (e.g., interactive kiosks or app-based guides).
- **Expected Outcome:** Increased visitor satisfaction and length of stay due to tailored itineraries and better on-the-ground information.

Expected Outcome: Enhanced visitor satisfaction and prolonged duration of stay as a consequence of customized itineraries and improved on-site information.

3. Promote Sustainable Tourism

Tactic: Promote Off-Peak Travel and Winter Tourism

- **Project:** Create campaigns to encourage off-season travel, focusing on winter activities such as snowshoeing, skiing, snowmobiling, cultural events, and holiday events (e.g. Snoflinga) to stabilize year-round visitation.
 - **Expected Outcome:** Enhanced winter tourism, contributing to the stabilization of seasonal tourism variations and fostering sustained economic growth throughout the year.
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Budget Overview and Financial Alignment

The Butte DMO will allocate an annual budget of \$206,755 for tourism marketing. This budget will be distributed among the various projects and strategics outlined above. , The budget is carefully structured to reflect the strategic goals, ensuring that each tactic is adequately funded for effective execution:

- **Agency Services:** \$30,000
- **Paid Marketing:** \$45,391.40
- **Website:** \$6,000
- **Visitor Services:** \$25,000

The budget will be reviewed and adjusted quarterly based on strategy effectiveness and continuous evaluation using data from Tempest Technologies, Placer.ai, and ITRR.

Expected Outcomes:

- **Increase U.S. Visitor Numbers:** Butte expects a 1.2% increase in out-of-state visitors by targeting specific U.S. markets with a focus on key promotional campaigns.
- **Extended Stays:** With the introduction of new events, improved services, and outdoor adventures, Butte anticipates a 1.2% increase in average visitor length of stay.

Extended Stays: Butte expects a 1.2% increase in the average visitor length of stay due to new events, improved services, and outdoor activities.

- **Year-Round Tourism:** By promoting winter tourism and off-peak travel, Butte can reduce the impact of seasonal fluctuations, leading to more consistent visitation and spending year-round.

By aligning projects and tactics with Butte's overall goals and adhering to a strategic budget, the DMO will drive tourism growth while preserving the city's cultural and environmental heritage.

4b. How will the addition of LFST funds enhance your overall goals?:

The addition of LFST (Lodging Facility Use Tax) funds will significantly enhance our ability to achieve our overall goals by strengthening our paid media budget, a key component in our strategy to increase U.S.

visitor numbers. These additional funds will enable the Butte DMO to expand its marketing efforts across targeted domestic markets and allow us to partner with an agency of record.

Securing an agency of record will provide professional support in developing and executing high-impact, data-driven campaigns—helping us maximize visibility, refine audience targeting, and elevate Butte’s brand presence across digital, streaming, and traditional media platforms. This investment will play a vital role in attracting more visitors, increasing overnight stays, and driving sustainable tourism growth.

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
Increasing Website (visitbutte.com) Visits and Create a Website Committee	Using SEM and SEO metrics to increase website traffic by 10%. The Website Committee will focus on implementing changes to enhance online visits.		
Increase targeted state visitors to Butte, Montana.	Use targeted marketing to focus on increasing domestic travel by 1.2% to Butte, MT's Visitors Information Center (Baseline for UM Study).		
Track tourist visits from Canada to Butte, MT.	Use demographic data to assess whether there is a 9.4% drop in the number of Canadians visiting Butte, MT's Visitor Information Center (Baseline for Study with UM).		
Track international visitors in Butte, MT.	Use demographic data to assess whether there is a 9.4% drop in the number of international visitors in Butte, MT's Visitor		

	Information Center (Baseline for Study with UM).		
Increase visitors from the Denver, CO area to Butte, MT.	Use demographic data from the American Airlines ad campaign to determine whether it led to a 1.2% increase in visits to Butte, MT from Bozeman, MT.		

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Budget Form: Butte DMO Budget Form LST LFUT_FY2026.xlsx

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DMO Budget:

DMO: Butte

Allowable Method	Budget	% Budgeted	Amend +/-	Updated Budget	% Budgeted
Lodging Facility USE Tax (LFUT) Budget					
Administration	\$38,863.80	18.80%		\$38,863.80	18.80%
Joint Ventures	\$19,431.90	9.40%		\$19,431.90	9.40%
Opportunity Marketing	\$19,431.90	9.40%		\$19,431.90	9.40%
Cooperative Marketing	\$500.00	0.24%		\$500.00	0.24%
Agency Services	\$30,000.00	14.51%		\$30,000.00	14.51%
Paid Media	\$45,391.40	21.95%		\$45,391.40	21.95%
Earned Media/Tourism Sales	\$200.00	0.10%		\$200.00	0.10%
Website Development (Online, Website, Mobile)	\$6,000.00	2.90%		\$6,000.00	2.90%
Education/Outreach	\$3,000.00	1.45%		\$3,000.00	1.45%
Travel/Trade Shows	\$5,500.00	2.66%		\$5,500.00	2.66%
Research	\$1,000.00	0.48%		\$1,000.00	0.48%
Visitor Services	\$25,000.00	12.09%		\$25,000.00	12.09%

TOTAL LFUT Budget	\$194,319.00	93.99%	\$0.00	\$194,319.00	9

Lodging Facility SALES Tax (LFST) Budget					
Paid Media	\$12,436.00	6.01%		\$12,436.00	
		0.00%		\$0.00	
		0.00%		\$0.00	
		0.00%		\$0.00	
		0.00%		\$0.00	
		0.00%		\$0.00	
		0.00%		\$0.00	
		0.00%		\$0.00	
		0.00%		\$0.00	
		0.00%		\$0.00	
TOTAL LFST Budget	\$12,436.00	6.01%	\$0.00	\$12,436.00	

TOTAL LFUT & LFST BUDGET	\$206,755.00	100.00%	\$0.00	\$206,755.00	10
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LFST Revenue Projection	12,436.00
LFUT Revenue Projection	194,319.00
Funds not spent during previous fiscal year	0.00
LFST Rollover Funds at Commerce	0.00
LFUT Rollover Funds at Commerce	0.00
Allocated Following Audit	0.00
Budget total	206,755.00

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The Narrative Evaluation report is used to a) provide a written evaluation of the Objectives and Metrics section and b) provide a written summary of how the LFST Funds were spent and the metric(s) achieved.: