

# Marketing Boulder

*Branding brainstorm - June 23*





## Tonight's agenda:

- #AskMontanaChat -- 6/29
  - Review committee objectives
  - Brand development
    - Branding overview and examples
    - 2 branding exercises
    - Review existing Boulder branding and language
    - Discussion to marry our group's ideas with existing Boulder brand
  - Target audience brainstorm
  - Parking lot: Tactic ideas
  - Determine next steps & meeting time
-



## Objectives:

Our committee aims to:

- **Focus on *increasing traffic and spending* in the Boulder area**
  - Work in tandem with similar efforts of the city, chamber, county and state. Avoid “re-inventing the wheel”
  - Support the efforts of the other committees working on Making Boulder’s Future Bright
  - Build a marketing plan to complement the greater “master plan” efforts
    - Include both “grassroots” & more resource-heavy tactics

*Objectives determined at 6/8/16 meeting*

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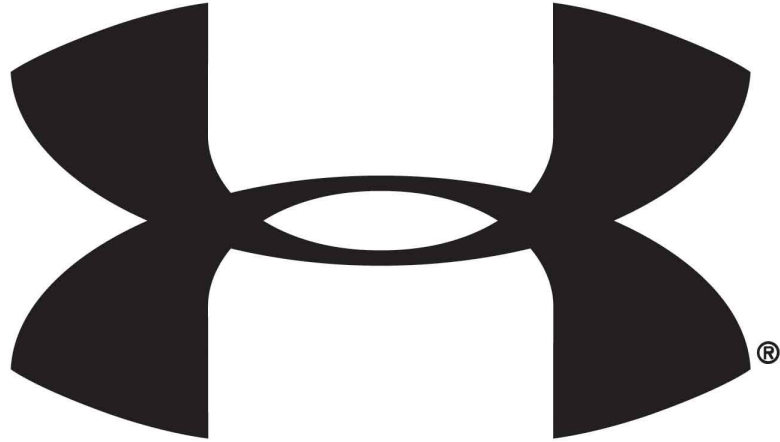
# “Branding” -- What is it really? And why bother?

*A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another. --Seth Godin*

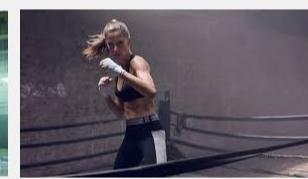
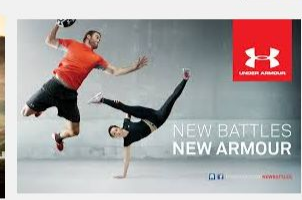
*At the end of the day people won't remember what you said or did, they will remember how you made them feel. --Maya Angelou*







**UNDER ARMOUR®**



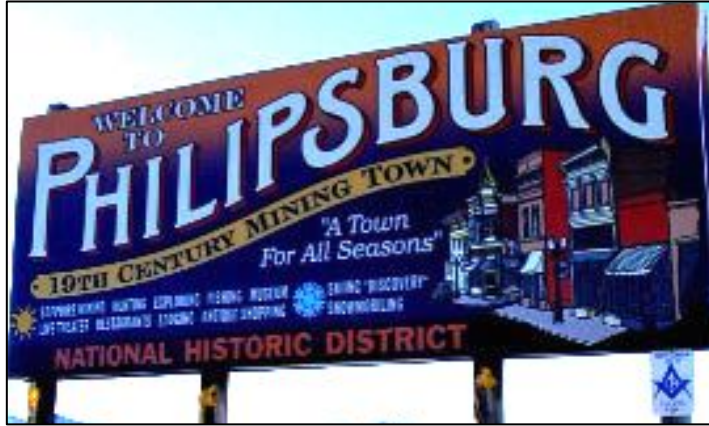




## Examples from Montana:



# Examples from Montana:



Welcome to Philipsburg, where the Old West lives on! Surrounded by lakes, rivers, and the Rocky Mountains, cradled in Montana's natural beauty, the restoration of our downtown showcases our rich cultural history. Situated just thirty miles south of I-90 on the famous Pintler Scenic Route, our picturesque town is located halfway between Yellowstone and Glacier National Parks and only an hour away from nearby airports in Butte and Missoula. Minutes from fishing, hunting, snowmobiling, skiing, and sapphire mining, there's something for everyone.



## Our Town



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# Existing Boulder Branding



# Existing Boulder Branding

## State of Montana 2013-2017 Strategic Marketing Plan



“The Montana Brand captures the essential attributes that differentiate Montana from its competitors – **it is authentic and enduring ...** The Brand makes a “promise” to visitors about the experience Montana can deliver. The Montana Brand’s promise to visitors is:

- **More spectacular, unspoiled nature than anywhere else in the lower 48;**
- **Vibrant and charming small towns that serve as gateways to our natural wonders; and**
- **Breathtaking experiences by day...and relaxing hospitality at night.”**

Executive Summary

MONTANA

Montana Tourism & Recreation Strategic Plan, 2013-2017

**Strategy 1: Communicate and deliver Montana’s “spectacular unspoiled nature” in a way that makes it real, tangible and accessible to the visitor**

- 1.1. Establish icons of “spectacular unspoiled nature” throughout Montana
- 1.2. Integrate public lands more fully and functionally into tourism information
- 1.3. Present natural assets in an experiential manner
- 1.4. Participate in planning processes for public lands management

**Strategy 2: Highlight and help develop “vibrant and charming small towns” throughout Montana**

- 2.1. Highlight Montana’s vibrant and charming small towns
- 2.2. Highlight the most charming and desirable elements of each community
- 2.3. Evaluate and pursue essential local wayfinding solutions
- 2.4. Improve the curb appeal of towns
- 2.5. Support local and Montana products and businesses to build economically vibrant towns
- 2.6. Develop and sustain special events that tie in with local tourism assets
- 2.7. Expand tourism seasons through local coordination
- 2.8. Address the short- to long-term effects of the Bakken oil boom for tourism

# Existing Boulder Branding

Department of Commerce & Montana Office of Tourism & Business Development

*“This bustling little town is full of unique character, and it isn't even out of the way.”*

SouthWest  
MONTANA

REGIONS &  
COMMUNITIES

SEE  
AND DO

PLACES  
TO STAY

EVENTS  
CALENDAR

TRIP IDEAS &  
ITINERARIES

VIDEO

## BOULDER MONTANA

OVERVIEW

EVENTS

SEE AND DO

PLACES TO STAY

The stage coach doesn't run through Boulder, Montana anymore, but the town didn't die with the stage. Boulder sits halfway between Butte and Helena on the intersection of Interstate 15 and MT Highway 69. Its location makes it an ideal place to stop. No matter when you come, you'll probably find something going on. The Boulder Farmer's Market offers up local produce, meat and crafts every Thursday from July to September. Every September the Chamber of Commerce hosts a Music and Art Festival which showcases local and statewide performers, as well as displays by local artists. The Fiddle Fest, the Boulder Car Show, and the Christmas Bazaar round out the list of Boulder's biggest events. The events all offer unique and local, one-of-a-kind fare that will make a Montana vacation a memorable one.

A number of state parks lie within an hour's drive of Boulder, most notably **Elkhorn State Park**. This ghost town from Montana's silver boom has excellent examples of frontier architecture and beautiful hiking and picnicking sites.



# Existing Boulder Branding

## Jefferson County “A Land Of Promise For Economic Development Possibilities”

Jefferson County Local Government

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## Jefferson County, Montana



### JEFFERSON COUNTY

A Land Of Promise For Economic Development Possibilities



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Located in southwestern Montana and established in 1865, Jefferson County is Montana's 19th most populous with 10,049 residents according to the 2000 Census. According to the Montana Almanac, Jefferson County is one of the original nine counties of the Montana Territory. The Jefferson River, named by explorers, Lewis and Clark, for President Thomas Jefferson, runs through the county. Jefferson County's slogan "The Discovered In Between" was derived from its location between Bozeman, Butte and Helena. County residents experience the four distinct seasons. Average monthly temperatures, for example in Boulder, range from a low of 8.4 degrees above in January to a high of 82.3 degrees above in July. The annual average precipitation is 11.22 inches.

According to the U.S. Bureau of the Census, median income for Jefferson County households in 1997 was \$41,820. The county is 1,658.9 square miles in area: 1,656.7 square miles in land area and 2.2 in inland water area.

Jefferson County abounds with natural resources and its economy is based around these, including production agriculture, wood products and mining. The mining industry is centered around two large mines at either end of the county. One large operation, about 1.5 miles off Interstate Highway 90 at State Highway 69, near Whitehall, is the Golden Sunlight Mine. It is an open pit operation that has over 170 employees and has an annual payroll of about 13 million dollars. Montana Tunnels Mining Inc., a subsidiary of Elkhorn Goldfields Corporation, is located approximately seven miles from the town of Jefferson City. Montana Tunnels is an open pit mine that produces zinc, lead, silver and gold. At their peak, they employ over 200 people and have an annual payroll over 13 million dollars. They currently employ 3 individuals and are in a 'care and maintenance' status until investment dollars can be found.

Another natural resource related business is Ash Grove Cement located near Montana City. Ash Grove, with an 83 person workforce, uses limestone, which is mined locally at a quarry, to produce bulk cement.

Finally, Jefferson County has a burgeoning youth and social services industry. Alternative Youth Adventures (AYA) is located in Boulder and provides a range of services for troubled youth. AYA employs about 30 people. Riverside Corrections, a state-run detention center for juvenile females, employs about 30 people. The new Women's Elkhorn Meth Treatment Center employs 30 people and completes the Human Services industry. Liberty Place Incorporated has two facilities in Whitehall and employs 20 people providing care and services for individuals with traumatic brain injury.



# Existing Boulder Branding

Chamber of Commerce “Boulder is located in a beautiful valley surrounded by mountains where fishing, hunting, hiking and biking abound. Ghost towns, hot springs, radon health mines and much more are right outside our door making Boulder a wonderful place to live and visit. Boulder, the county seat of Jefferson County, is located in southwestern Montana. It is midway between the mining city of Butte and the capitol city, Helena, just off 1-15 at Exit 164.”



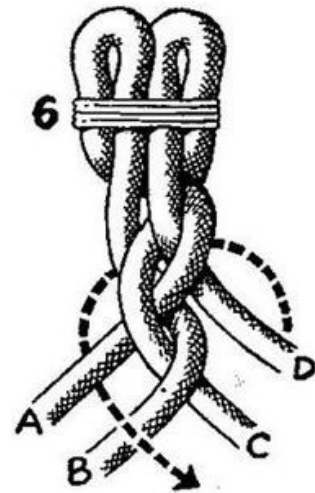
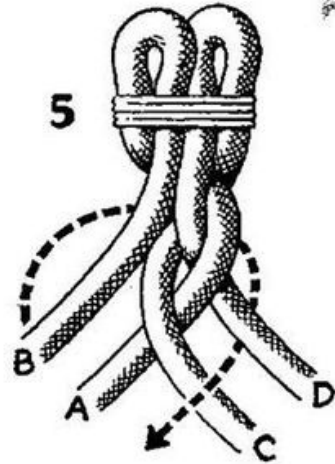
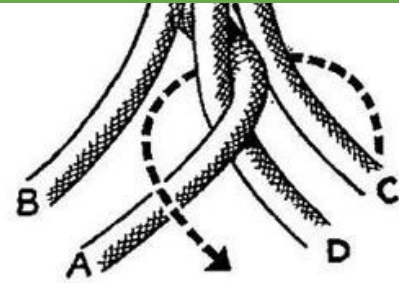
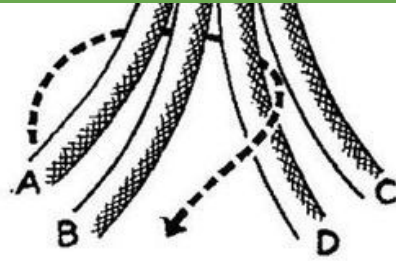
# Existing Boulder Branding

Other Examples of Boulder's Existing Brand

*Billboards, signage and murals around town*



*Now let's bring it all together...*





## *Bringing it together...*

What has stood out? What resonates as part of our story?

- Themes
- Colors
- Images
- Phrases

# Target Audiences

- Existing Visitors
- Potential Visitors
- Existing Residents



# Target Audiences

Existing Visitors: What do we know?

- “Anecdotal” brainstorm
- Existing research? Potential for research?



# Target Audiences

Potential Visitors -- Rely heavily on research-based demographics provided by Montana Office of Tourism:  
<https://tourism.mt.gov/Portals/92/shared/docs/pdf/marketingPlans/FY17%20Southwest%20Montana.pdf>



# Target Audiences

## Existing residents:

- Who are they?
- 2010 Census data:
  - **Pop:** 1,183 people, 514 households, and 298 families residing in the city.
  - **Racial makeup:** 93.6% **White**, 1.8% **Native American**, 0.4% **Asian** and 3.9% from two or more races. **Hispanic or Latino** of any race were 2.9% of the population.
  - **Age:** in the city was 43.7 years. 18.9% of residents were under the age of 18; 9.3% were between the ages of 18 and 24; 23.5% were from 25 to 44; 34.8% were from 45 to 64; and 13.6% were 65 years of age or older.
- “Anecdotal” info on spending habits



# Parking Lot: Tactic Ideas





## Ideas to Amplify our Story:

- Increased highway and town signage
  - Distribution of Boulder's event calendar to surrounding areas and within town
  - Host travel-oriented media for “weekend getaway” Boulder experience
  - “Shop Local” campaign and initiatives
  - Main Street appeal & appearance
  - Targeted Facebook Ads in junction with Chamber of Commerce or other entities
  - Partnering with bloggers & influencers
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## Suggested Next Steps

- Creation of marketing plan to complement the greater “master plan” efforts
    - Include both “grassroots” & more resource-heavy tactics
  - Grants to support town branding and marketing?
    - Montana’s Office of Tourism
    - Rural Development
    - Big Sky Trust Fund
  - Partner with Montana Office of Tourism?
    - PR efforts
    - Advertising “Joint Venture Marketing Program”
    - Events
  - ???
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