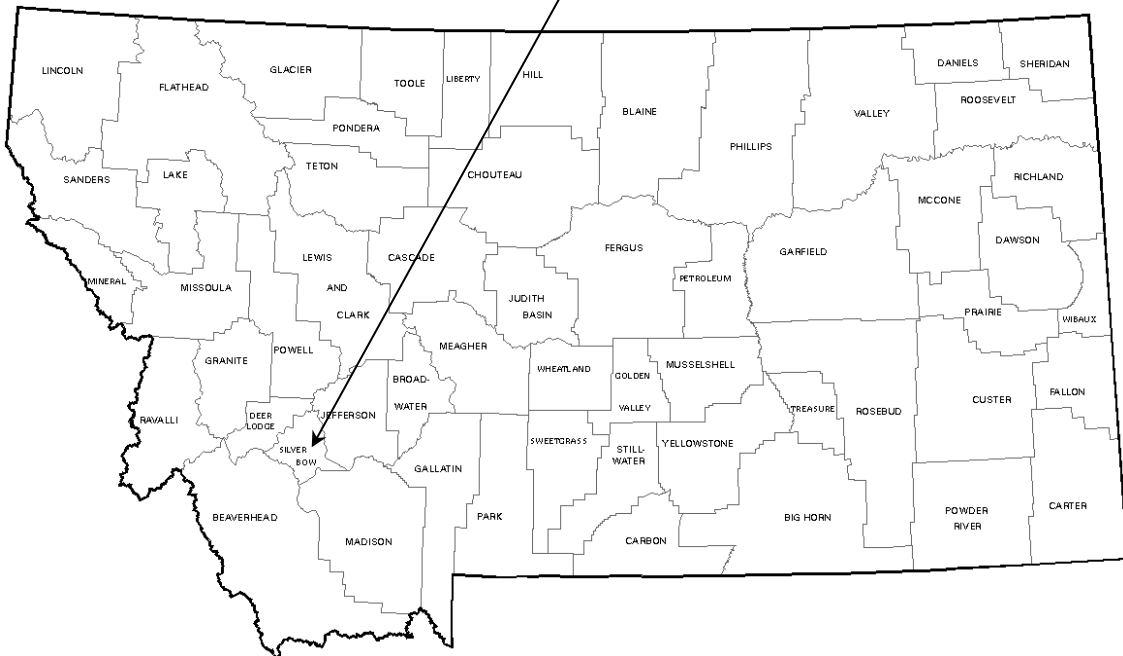


# Tourism Development in Butte-Silver Bow: Visitor Profiles and Resident Attitudes

Area of Study: Butte-Silver Bow Montana



Research Report 2006-2

March 2006



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# Tourism Development in Butte-Silver Bow: Visitor Profiles and Resident Attitudes

AS PART OF THE  
MONTANA COMMUNITY TOURISM ASSESSMENT PROGRAM (CTAP)  
2005-2006

James Wilton

Research Report 2006-2  
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## EXECUTIVE SUMMARY

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This report presents information about tourism and recreation in Butte, Silver Bow County, and throughout the state of Montana. It offers estimated travel volume and traveler characteristics for overnight visitors to Silver Bow County, which was extrapolated from the 2001/2002 Nonresident Travel Study dataset, and includes the results of a 2005 Butte-Silver Bow resident attitude survey. This survey provides residents' opinions and attitudes regarding tourism and its development in the Butte-Silver Bow area, and compares those results with a 2004 statewide survey.

The Butte-Silver Bow resident attitude survey represents responses from a random sample of 170 households in the fall of 2005, and a statewide random sample of 410 Montana households collected fall 2004. The survey sequence was initiated by mailing a pre-survey notice letter to all selected households. A week later, the first round of questionnaires was mailed followed by a reminder/thank-you postcard one week later. Two weeks after mailing the postcards, replacement questionnaires were sent to those households who had not yet responded. The final adjusted response rate was 36 percent for Butte-Silver Bow, and 47 percent for the state.

The following bulleted points offer highlights of the 2001/2002 Nonresident Travel Study for Silver Bow County and the state, in addition to the 2005 Butte-Silver Bow and 2004 statewide resident attitude surveys. A more detailed analysis is found in the remainder of the report.

### Nonresident Visitors:

- In 2004, over four million nonresident travel groups visited Montana. Of those, about 1,668,000 groups traveled through Silver Bow County.
- Over \$1.9 billion was spent statewide in 2004 by nonresident travelers with more than \$68 million being spent in Silver Bow County. Statewide this amounts to approximately \$2,115 for every Montana resident, and \$2,063 for Silver Bow County residents.
- Forty-eight percent of nonresident overnight visitors in Silver Bow County were primarily on vacation, compared to 43 percent at the statewide level. Thirty-two percent were in the state primarily passing through.
- Seventy-nine percent of visitors to Silver Bow County had visited Montana before their trip, and 11 percent had previously lived in the state.
- Less than half (43%) of Silver Bow County visitors traveled as couples, with nearly one-third (30%) traveling with family.
- Montana visitors who also spent a night in Silver Bow County were more likely than statewide visitors to stay in hotels and campgrounds while in Montana.
- Forty-four percent of Silver Bow County overnight visitors had an annual income over \$60,000, compared to 51 percent for the state.
- Less than half (42%) of overnight visitors to Silver Bow County found information from the Internet to be the most useful information source of the sources listed to plan their trip, and brochure racks (22%) were the most useful during their trip.
- Vacationers to Silver Bow County were attracted to Montana primarily for Yellowstone National Park (21%) and Glacier National Park (17%).
- Silver Bow County visitors' largest expenditures were gas and oil (40%), followed by restaurants (17%) and overnight accommodations (16%).

## Butte-Silver Bow Resident Attitudes about Tourism:

- Respondents from Butte-Silver Bow have resided in their community for 37 years and in the state for 44 years compared to the statewide respondents who have lived in their community for 24 and in the state for 33 years.
- Montana natives comprise 75 percent of the Butte-Silver Bow sample.
- The largest portion (30%) of Butte-Silver Bow residents earns their household income from professional occupations.
- The majority (89%) of Butte-Silver Bow respondents feel the tourism industry should have a role at least equal to other industries in the local economy (21% said a dominant role), and ranked the industry fifth on a list of eight desired economic development options.
- Nearly all (93%) of Butte-Silver Bow residents work in places that they perceive to supply a part or none of their products or services to tourists or tourist businesses.
- While 64 percent of Butte-Silver Bow respondents have infrequent or somewhat infrequent contact with tourists, a strong majority (77%) enjoy meeting and interacting with tourists.
- Residents of Butte-Silver Bow show about the same attachment to their community as the statewide respondents.
- Butte-Silver Bow residents feel that tourism can enhance their quality of life by improving safety from crime.
- The respondents of Butte-Silver Bow are more supportive of tourism development than the statewide residents.
- Residents of Butte-Silver Bow strongly agree that decisions about tourism development should involve residents of the community, as do statewide respondents.
- Economic growth is perceived as the primary advantage of increased tourism in Butte-Silver Bow, while overcrowding and 'no disadvantage' are the leading disadvantages.
- Historical attractions are what Butte-Silver Bow residents feel has the greatest potential for attracting visitors.

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## INTRODUCTION

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This report is intended to provide an analysis of Butte-Silver Bow and statewide resident attitudes toward tourism development, as well as a profile of recent visitors to Silver Bow County. It combines the results of three different studies and is presented in two sections. The first section contains local nonresident visitor profiles, as well as profiles for statewide visitors. The visitor profiles were developed using research conducted by ITRR throughout 2001 and in the fall of 2002. Data from nonresident travelers spending at least one night in Silver Bow County were used for the profile information.

The second section of this report contains an assessment of resident attitudes toward tourism in Butte-Silver Bow. This assessment is the result of a survey obtained from households throughout the county in the fall of 2005. It is provided side by side with the same inquiries collected at the state level in 2004 to provide a comparison between resident opinions toward tourism in Butte-Silver Bow and in Montana as a whole.

Information for this report was gathered as part of the Community Tourism Assessment Program (CTAP), which is a nine month economic development program conducted in three Montana communities each year. Silver Bow County was selected for the 2005/2006 CTAP, together with Absarokee and Cooke City. The CTAP program is facilitated by Travel Montana (Montana Department of Commerce) and the Montana State University Extension Service.

Funding for this research comes from Montana's Accommodations Tax. Copies of this report can be downloaded from ITRR's web site at [www.itrr.umt.edu](http://www.itrr.umt.edu).

## Section 1: Nonresident Visitors to Montana and Silver Bow County

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### Methodology

Travelers to Montana during the 2001 travel year (December 1, 2000 - November 30, 2001) and the fall of 2002 (October 1 – November 30, 2002) were intercepted for the 2001/2002 Nonresident Travel Study. The traveler population was defined as those travelers entering Montana by private vehicle or commercial air carrier during the study period, and whose primary residence was not in Montana at the time. Specifically excluded from the study were those persons traveling in a plainly marked commercial or government vehicle such as a scheduled or chartered bus, or commercial vehicles. Also excluded were those travelers who entered Montana by train since passenger volume is relatively small, and passengers are not distinguished based on residency. Other than these exceptions, the study attempted to assess all types of travelers to the state.

Data were obtained through a mail-back diary questionnaire administered to a sample of intercepted travelers in the state. During the fourteen-month study period, 11,996 questionnaires were delivered to visitor groups (Table 1). Usable questionnaires were returned by 4,595 groups, resulting in a response rate of 38 percent. A sub-sample of 1,835 respondent groups traveled through the Silver Bow County, with 291 of them spending at least one night in the area.

**Table 1: Sample Size for the 2001/2002 Nonresident Travel Study**

	<b>Sample</b>
Questionnaires delivered	11,996
Questionnaires returned	4,595
Overall response rate	38%
Nonresidents who drove through Silver Bow County	1,835
Nonresidents who spent at least 1 night in Silver Bow County	291

### A Profile of Recent Montana Visitors

This section presents a profile of Montana visitors from the 2001/2002 nonresident survey. Group characteristics are reviewed for both statewide visitors as well as overnight travelers to Silver Bow County. Overnight visitors are important for analysts and marketers due to their more inclusive spending patterns compared to day trippers. In addition, a brief economic profile highlights the spending contributions nonresidents make to Silver Bow County and throughout Montana.

#### Group Characteristics

Travel group characteristics for Silver Bow County were obtained from visitors who spent at least one night in the area. Tables 2 and 3 show several differences between the travel groups staying overnight in this travel area and throughout Montana.

**Table 2: Reasons for Traveling to Montana**

	Silver Bow Co.		Statewide	
	All Reasons*	Primary Reason**	All Reasons*	Primary Reason**
Vacation	66%	48%	62%	43%
Passing through	40%	32%	34%	26%
Visit family or friends	17%	10%	29%	16%
Business	11%	8%	11%	9%
Shopping	5%	--	8%	2%
Other	6%	1%	7%	5%

Source: ITRR 2001/2002 Nonresident Travel Study. Silver Bow County overnight visitors n=291; statewide all visitors n=4595. \*Visitors could indicate more than one reason. \*\*Percentages may not add to 100 due to rounding.

**Table 3: Characteristics of Nonresident Visitors**

	Silver Bow Co.	Statewide
<b>Group Type</b>		
Friends	3%	6%
Couple	43%	40%
Alone	18%	18%
Family	30%	28%
Family & friends	3%	4%
Business associates	3%	2%
Organized group	1%	1%
Have previously visited Montana	79%	80%
Have previously lived in Montana	11%	17%
Nights spent in Montana	4.2	4.4
<b>Accommodations used in Montana</b>		
Hotel, motel, B&B	55%	47%
Private campground	17%	14%
Public campground	11%	10%
Home of friend or relative	7%	17%
Private cabin/2 <sup>nd</sup> home	2%	4%
Rented cabin/home	1%	2%
Other	7%	6%
<b>Income</b>		
Less than \$20,000	11%	7%
\$20,000 to \$39,999	14%	17%
\$40,000 to \$59,999	32%	25%
\$60,000 to \$79,999	19%	20%
\$80,000 to \$99,999	10%	11%
Over \$100,000	15%	20%
<b>Place of Primary Residence</b>		
	WA (27%)	WA (13%)
	CA, ID (6%)	CA (7%)
	ALB, MN (5%)	ALB, MN (6%)
	OR (4%)	ID, ND, WY (5%)
	CO, KS, NV, ND, TX, WI, WY (3%)	CO, OR (4%)

Source: ITRR 2001/2002 Nonresident Travel Study. Silver Bow County overnight visitors n=291; statewide all visitors n=4595. Percentages may not add to 100 due to rounding.

Compared to the statewide sample, overnight visitors to Silver Bow County are on vacation and passing through the state marginally more, but visiting family or friends less. Other visitor characteristics show several similarities; group types, repeat visitor rates, length of stay, camping rates, and household income followed similar distributions for the two samples.

## Information Sources

Nonresident travel groups indicated which information sources were used as planning tools for their trip *prior* to arriving in Montana, as well as while they were *visiting* Montana. Also, respondents indicated which of the sources were most useful to them. A list of nine pre-trip and five Montana information sources was included in the questionnaire (Table 4).

**Table 4: Travel Information Sources**

Information Sources Used <i>Prior to Visiting Montana</i>	Silver Bow Co.		Statewide	
	All Sources*	Most Useful Source**	All Sources*	Most Useful Source**
The Internet	47%	42%	37%	39%
Auto club	32%	29%	23%	24%
National Park brochure	17%	1%	14%	7%
Chamber or visitor bureau	9%	7%	8%	4%
Travel guide book	9%	7%	10%	8%
Montana Travel Planner	8%	6%	8%	5%
Information from private businesses	7%	7%	9%	9%
Travel agency	2%	2%	4%	3%
1-800 State travel number	2%	1%	1%	1%
None of the sources	32%	n/a	41%	n/a
<b>Information Sources Used <i>While Visiting Montana</i></b>				
Brochure racks	41%	22%	24%	16%
Service person (motel, restaurant, gas station, etc.)	33%	13%	29%	25%
Highway information signs	30%	20%	32%	26%
Visitor information center	26%	13%	22%	23%
Billboards	14%	4%	12%	5%
None of these sources	29%	n/a	39%	n/a

Source: ITRR 2001/2002 Nonresident Travel Study. Silver Bow County overnight visitors n=291; statewide all visitors n=4595.

\*Visitors could indicate more than one information source. \*\*Percentages may not add to 100 due to rounding.

Regarding information sources used prior to visiting Montana, both samples were very similar with over one-third finding the Internet as the most useful, followed by about one-quarter selecting auto clubs as most useful planning information. However, the two groups had dissimilar percentages for information sources used while in Montana; the statewide group used service personnel, highway signs, and visitor information centers more than county visitors, but county visitors were more likely to use brochure racks than statewide visitors.

## Montana Attractions and Activities

Respondents who indicated that one purpose for their trip was vacation were asked what attracted them to Montana as a vacation destination. They were asked to check all pertinent attractions, and then indicate one *primary* attraction (Table 5). In addition they were asked about various recreation activities in which they participated (Table 6).

**Table 5: Attractions of Montana as a Vacation Destination**

	Silver Bow Co.		Statewide	
	Attractions*	Primary Attraction**	Attractions*	Primary Attraction**
Mountains	38%	14%	35%	10%
Yellowstone National Park	34%	21%	31%	20%
Open space	31%	10%	29%	11%
Rivers/lakes	26%	2%	24%	1%
Glacier National Park	22%	17%	21%	16%
Wildlife	20%	2%	20%	1%
Other Montana history	15%	4%	8%	3%
Camping	14%	1%	14%	2%
Hiking	13%	1%	13%	<1%
Lewis & Clark sites	13%	4%	7%	1%
Native American culture	12%	1%	6%	1%
Fishing	11%	9%	11%	4%
Northern Great Plains	10%	--	6%	<1%
Visiting family and friends	8%	7%	17%	13%
Hunting	2%	3%	3%	5%
Special events	1%	1%	5%	4%
Other	5%	4%	7%	7%

Source: ITRR 2001/2002 Nonresident Travel Study. Silver Bow County overnight visitors n=291; statewide all visitors n=4595.

\*Visitors could indicate more than one attraction. \*\*Percentages may not add to 100 due to rounding.

**Table 6: Recreation Activity Participation**

	Silver Bow Co.	Statewide
Visiting other historic sites	38%	23%
Shopping	33%	37%
Wildlife watching	30%	29%
Day hiking	24%	26%
Visiting museums	24%	16%
Visiting Native American sites	24%	12%
Camping (developed area)	23%	19%
Picnicking	23%	22%
Visiting Lewis & Clark sites	18%	13%
Fishing	10%	13%
Nature studies	10%	9%
Gambling	8%	8%
Golfing	8%	5%
Camping (primitive areas)	7%	8%
Special event/festivals	7%	9%
Backpacking	6%	3%
River rafting	6%	5%
Road/mountain biking	6%	5%
Canoeing/kayaking	5%	3%
Off-road/ATV	3%	2%
Motor boating, water skiing	2%	4%
Sporting event	1%	3%
Sailing/windsurfing	<1%	<1%

Source: ITRR 2001/2002 Nonresident Travel Study. Silver Bow County overnight visitors n=291; statewide all visitors n=4595. Note: Visitors could indicate more than one activity.

Looking at the attractions of Montana, both respondent groups had very similar primary attractions with the exception of those visiting friends and relatives (more for the statewide group). Interestingly, the activity participation that differed between the two groups was related to history and culture. Overnight visitors to Silver Bow County were five to 15 percent more likely to be involved in visiting historic sites, museums, Native American sites and Lewis and Clark sites.

### **Economic Characteristics**

Information about the number of visitors to an area and how much they spend during their visit is useful for planning purposes. While the preceding travel group characteristics are based only on groups who spent at least one night in the Silver Bow or the state, economic information represents all nonresident groups who spent money in the county or state whether they stayed a night or not (Table 7).

**Table 7: Expenditures of Nonresident Travelers**

Distribution of Expenditures	Silver Bow Co.	Statewide
Gas, oil	40%	22%
Restaurant, bar	17%	21%
Lodging, campgrounds, etc.	16%	13%
Groceries, snacks	12%	7%
Retail sales	10%	21%
Auto rental and repair, transportation	4%	7%
Misc. expenses, licenses, fees	2%	4%
Guides, outfitters	<1%	4%
Total expenditures in sample area, 2004	\$68,275,000	\$1,958,000,000
Total travel groups through Silver Bow County, 2004	1,668,000	4,241,000
Travel group size (persons)	2.3	2.4
Population, 2004	33,093	925,739
Per capita expenditures in sample area	\$2,063	\$2,115

Source: ITRR 2001/2002 Nonresident Travel Study; U.S. Census Bureau, 2005<sup>1</sup>. Silver Bow all visitors n=453; statewide all visitors n=4595. Economic information updated 01/22/06; percentages may not add to 100 due to rounding.

Differences in expenditure distribution show that the Silver Bow County visitors spend a larger portion of their expenses on gasoline and groceries than statewide visitors, but less on restaurants. Higher gasoline expenditures are likely due to the county being at the intersection of Montana's two primary interstate highways (I-15 and I-90). Butte in particular could be a convenient place for travelers to stop by on their way to other destinations. This could also help explain why groceries and snacks expenditures are higher, while retail sales are considerably less than for the statewide visitors. Nearly 40 percent of nonresident traveler groups through Montana go through Silver Bow County; yet, only 3.5 percent of total expenditures are spent in the county. When factoring for per capita population, however, average expenditures are nearly identical for both groups.

<sup>1</sup>U.S. Census Bureau, 2005. Montana County Population Estimates. <http://factfinder.census.gov>. Accessed October 22, 2005.

## Section 2: The Resident Attitude Survey

### METHODOLOGY

In an effort to help understand how residents feel about tourism and its impacts, a resident attitude survey was conducted. In the fall of 2005, a booklet-style questionnaire was administered to a sample of Butte-Silver Bow residents. A similar survey (although lacking Butte-Silver Bow-specific questioning) was also distributed in 2004 to a statewide random sample during the same period and those results are reported here as well.

The survey administration sequence was initiated by mailing a pre-survey notification letter to a random sample of 500 Butte-Silver Bow households<sup>2</sup>, and 1,000 Montana residents. The letter informed recipients of the survey and alerted them to the appearance of a questionnaire in their mailbox in the near future. A week later, a questionnaire was mailed to the same households, along with a cover letter from the local CTAP working group and a cover letter from ITRR stating in more detail the purpose and nature of the study.

One week following the questionnaire mailing, a postcard was sent to all selected households. This served the dual purpose of thanking respondents for their efforts if they had already returned their questionnaire, and reminding those who had set it aside to complete it and return it in the postage-paid return envelope. After two more weeks, replacement questionnaires were sent to those households that had not yet responded to the first questionnaire mailing. Included this time was a different cover letter addressing some concerns respondents may have had that kept them from responding. The cut-off day for accepting returned questionnaires was four weeks following the last mailing. The survey instrument is included in Appendix A.

A non-response bias check was not conducted at the conclusion of the sampling effort. Such bias checks often take the form of a telephone interview to determine if those in the sample who did not respond to the questionnaire differ on key issues from those who did respond. In this case, the key questions where opinions may have differed involve statements of support for tourism development. These key questions could only be answered after considering other questions asked in the survey. It was therefore not possible to develop a condensed telephone non-response questionnaire.

The reader is cautioned to bear in mind that the results presented are the opinions of 36 percent (170 households) of Butte-Silver Bow residents polled (Table 8). It is assumed that respondents did not differ from non-respondents in their opinions. To assist in representing the actual population of Silver Bow County, responses were weighted because the age distribution of the survey respondents differed from the Montana census estimates of age groups<sup>3</sup>. The results presented in this report reflect the adjusted dataset, with the exception of demographic and open-ended questions.

**Table 8: Statewide Survey Samples**

	Silver Bow Co.	Statewide
Resident questionnaires mailed	500	1000
Undeliverable questionnaires	26	125
Delivered questionnaires	474	875
Completed questionnaires	170	410
Response rate	36%	47%

<sup>2</sup>The sample of addresses was purchased from Survey Sampling, Inc: Fairfield, CT.

<sup>3</sup>U.S. Census Bureau, 2005. DP-1. Profile of General Demographic Characteristics: 2000. [http://factfinder.census.gov/servlet/QTTable?\\_bm=n&\\_lang=en&\\_qr\\_name=DEC\\_2000\\_SF1\\_U\\_DP1&ds\\_name=DEC\\_2000\\_SF1\\_U&geo\\_id=04000US30](http://factfinder.census.gov/servlet/QTTable?_bm=n&_lang=en&_qr_name=DEC_2000_SF1_U_DP1&ds_name=DEC_2000_SF1_U&geo_id=04000US30). Accessed December 13, 2005.

## **SILVER BOW RESIDENT ATTITUDES**

When a community pursues tourism as a development strategy, the goals of that effort can often include an improved economy, more jobs for local residents, community stability, and ultimately, a stable or improved quality of life for the community's residents. On the other hand, negative social or environmental impacts can also result from tourism developments that are not carefully considered. Understanding residents' perceptions of the conditions of their surroundings and tourism's influence on those conditions can provide guidance toward appropriate development decisions.

Residents of an area may hold a variety of opinions about tourism and other forms of economic development. They may have both positive and negative perceptions of the specific effects of tourism. Attitudes and opinions are good measures for determining the level of support for community and industry decisions. The resident attitude questionnaire addressed topics that provide a picture of perceived current conditions and tourism's potential role in the community.

### **Respondent Characteristics**

In this section, several respondent demographic details are reported for Butte-Silver Bow residents and the statewide respondents. In Table 9, respondents indicated their age, gender, residency and employment status.

**Table 9: Respondent Characteristics**

	Silver Bow Co.	Statewide
<b>Age and Gender Characteristics</b>		
Average age (yrs)	52	48
Minimum age (yrs)	26	23
Maximum age (yrs)	92	96
Female-male ratio	41:59	45:55
<b>Residency Characteristics</b>		
Born in Montana	75%	52%
Mean years lived in Montana	44	33
Mean years lived in Silver Bow Co.	37	24
<b>Silver Bow Co. Residency</b>		
10 years or less	15%	32%
11 to 20 years	12%	15%
21 to 30 years	15%	18%
31 to 40 years	16%	16%
41 to 50 years	15%	10%
51 years or more	27%	9%
<b>Employment Status</b>		
Employed	71%	68%
Retired	25%	20%
Homemaker	1%	7%
Unemployed	3%	6%
<b>Source of Household Income (could check more than one)</b>		
Professional	30%	30%
Education	23%	16%
Retail/wholesale trade	21%	15%
Health care	20%	23%
Services	19%	16%
Construction	16%	12%
Restaurant or bar	11%	8%
Clerical	9%	7%
Transportation, communication or utilities	6%	8%
Armed services	5%	3%
Finance, insurance or real estate	5%	6%
Manufacturing	3%	8%
Agriculture	2%	12%
Forestry or forest products	1%	4%
Travel industry	1%	3%

**Tourism and the Local Economy**

The local economy and the role tourism and the travel industry should have in it were key issues addressed in the survey. Residents were asked how important a role they felt tourism should have in their community's

economy, and whether their employment was dependent on tourism (Table 10). In addition, they ranked industries that they felt would be most desirable for their community (Table 11).

**Table 10: Role of and Dependency on Tourism**

	Silver Bow Co.	Statewide
Role of Tourism in the Local Economy		
No role	1%	3%
A minor role	11%	23%
A role equal to other industries	68%	58%
A dominant role	21%	16%
Employment's Dependency on Tourists for Business		
My place of work provides <u>the majority</u> of its products or services to tourists or tourist businesses.	8%	9%
My place of work provides <u>part</u> of its products or services to tourists or tourist businesses.	48%	41%
My place of work provides <u>none</u> of its products or services to tourists or tourist businesses.	45%	50%

Percentages may not add to 100 due to rounding. Silver Bow n=170; state n=410.

**Table 11: Desirability of Economic Development Alternatives**

	Silver Bow Co.		Statewide	
	Rank	Mean <sup>a</sup>	Rank	Mean <sup>a</sup>
Technology	1	2.7	2	3.3
Mining	2	3.6	8	6.7
Services	2	3.6	1	3.1
Manufacturing	4	3.9	4	4.3
Retail/wholesale trade	5	4.4	5	4.3
Tourism and recreation	5	4.4	6	4.4
Agriculture	7	6.4	3	3.7
Wood products	8	6.8	7	5.9

<sup>a</sup>Mean scores represent the mean of responses measured on a scale from 1 (most desired) to 8 (least desired). Silver Bow n=170; state n=410.

Taking both of these tables together shows both differences and similarities between the respondent groups. For instance, the groups were somewhat different on the role of tourism in the local economy, with a stronger majority of Silver-Bow residents indicating tourism should have a role equal to other industries if not a dominant role. Regarding respondents' employment dependency on tourism, both groups had similar proportions with about half (45% for Butte-Silver Bow, 50% for the state) believing their place of work provides no products or services to tourism. Looking at the desirability of economic development options, however, the two groups

diverged considerably. Butte-Silver Bow's second highest ranking option (mining) was ranked last for the statewide sample, while Butte-Silver Bow's seventh-placed alternative (agriculture) was ranked third by the statewide respondents.

### Interactions with Tourists in the Community

The extent of interaction between tourists and residents can affect the attitudes and opinions residents hold toward tourism in general. In turn, an individual's behavior may be a reflection of those same attitudes and opinions. Respondents were asked questions to determine the extent to which they interact with tourists on a day-to-day basis as well as how they enjoy those interactions (Table 12).

**Table 12: Interaction with Tourists**

	Silver Bow Co.	Statewide
Frequency of Contact with Tourists Visiting Community		
Frequent contact	12%	10%
Somewhat frequent contact	23%	23%
Somewhat infrequent contact	28%	36%
Infrequent contact	38%	31%
Attitude Toward Tourists Visiting Community		
Enjoy meeting and interacting with tourists	77%	63%
Indifferent about meeting and interacting with tourists	21%	34%
Do not enjoy meeting and interacting with tourists	1%	4%

Percentages may not add to 100 due to rounding. Silver Bow n=170; state n=410.

Despite some differences in specific contact levels with tourists, the two survey groups share general agreement. For example, majorities in each group report some degree of infrequent contact with visiting tourists. More Butte-Silver Bow than statewide respondents indicated that they enjoy meeting and interacting with tourists; yet low percentages of both groups do not enjoy interacting with visiting tourists.

### Community Attachment and Change

One measure of community attachment may be the length of time or portion of life spent in a community or area. These statistics were reported earlier in the report (Table 2). Other measures may be based on opinions that residents have about their community and perceived changes in population levels.

To help assess community attachment, respondents were asked to indicate their level of agreement with each of three statements on a scale from -2 (strongly disagree) to +2 (strongly agree). A mean response greater than 0 indicates general agreement with the statement in question, and responses with a negative score means some degree of disagreement (Table 13). The larger the absolute size of the mean the stronger the level of agreement or disagreement. Secondly, population change can also affect residents' attachment to their community if it is perceived as occurring too quickly (increase or decrease) for the residents' preference (Table 14).

**Table 13: Index of Community Attachment**

	Silver Bow Co.					Statewide				
	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*
I'd rather live in my community than anywhere else.	4%	19%	39%	39%	<b>.92</b>	2%	21%	51%	27%	<b>.79</b>
If I had to move away from my community, I would be very sorry to leave.	3%	16%	46%	35%	<b>.92</b>	1%	22%	49%	28%	<b>.82</b>
I think the future of my community looks bright.	7%	34%	41%	18%	<b>.31</b>	3%	28%	59%	10%	<b>.45</b>
<b>Index of Community Attachment**</b>			<b>.72</b>					<b>.69</b>		

Notes: Percentages may not add to 100 due to rounding. Silver Bow n=170; state n=410.

\*Mean scores represent mean responses measured on a scale from +2 (strongly agree) to -2 (strongly disagree).

\*\*The Index score is the overall mean average of the mean scores for each statement.

**Table 14: Perceptions of Population Change**

	Silver Bow Co.	Statewide
Population is not changing	22%	10%
Population is increasing	37%	76%
Population is decreasing	41%	14%
<i>If you feel the population in your community is changing, how would you describe the rate of change?</i>		
Too fast	32%	50%
About right	40%	44%
Too slow	28%	6%

Silver Bow n=170; state n=410.

Overall community attachment for the two survey groups scored positive, suggesting that they feel attached to their local community to some degree. Yet there was stronger agreement among the Silver Bow residents for two of the three variables which resulted in a slightly higher overall community attachment index score.

In contrast to the statewide residents, Butte-Silver Bow respondents appear divided on whether their population is increasing, decreasing or staying the same. Yet, the largest group of them (40%) feels that whatever population change is occurring in Butte-Silver Bow is at about the right rate. According to the U.S. Census, Silver Bow County's population increased 2.0 percent from 1990 to 2004<sup>4</sup>, while the state increased 12.9 percent during the same period.

### Quality of Life - Current Conditions and Tourism's Influence

The concept of "Quality of Life" can be broken down into several independent aspects, such as the availability and quality of public services, infrastructure condition, stress factors such as crime and unemployment, and

<sup>4</sup>U.S. Census Bureau, 2005. State and County Quick Facts. <http://quickfacts.census.gov/qfd/states/30/3035600.html>. Accessed 02/09/06.

overall livability issues such as cleanliness. When evaluating the potential for community tourism development, it is often desirable to get an understanding of residents' opinions of the current quality of life in their community. This approach helps identify existing problem areas within the community, in turn providing guidance to planners and decision-makers. It is also informative to understand how increased tourism might change residents' perceptions of these current quality of life conditions. Such perceptions often define residents' attitudes toward this type of community development.

To address this, respondents were asked to rate the current condition of a number of factors that comprise their current level of quality of life using a scale ranging from -2 (very poor condition) to +2 (very good condition). They were then asked to rate how they believed increased tourism would influence these factors. The influence of tourism was rated using a scale of -1 (negative influence), 0 (both positive and negative influence), and +1 (positive influence) (Tables 15 and 16).

**Table 15: Quality of Life—Current Condition**

	Silver Bow Co.					Statewide				
	Very Poor Condition	Poor Condition	Good Condition	Very Good Condition	Mean Score*	Very Poor Condition	Poor Condition	Good Condition	Very Good Condition	Mean Score*
Overall community livability	1%	6%	63%	30%	<b>1.13</b>	2%	6%	61%	32%	<b>1.14</b>
Traffic congestion	3%	5%	63%	29%	<b>1.10</b>	19%	31%	37%	13%	<b>-.05</b>
Emergency services	2%	12%	70%	16%	<b>.87</b>	0%	6%	64%	30%	<b>1.17</b>
Cost of living	6%	12%	58%	25%	<b>.85</b>	16%	37%	39%	8%	<b>-.13</b>
Museums and cultural centers	1%	17%	62%	20%	<b>.84</b>	7%	15%	57%	21%	<b>.71</b>
Parks and recreation areas	5%	18%	56%	22%	<b>.74</b>	3%	8%	52%	37%	<b>1.14</b>
Education system	6%	14%	63%	16%	<b>.69</b>	2%	21%	56%	22%	<b>.74</b>
Infrastructure	2%	23%	66%	9%	<b>.57</b>	4%	14%	70%	12%	<b>.72</b>
Safety from crime	5%	29%	56%	11%	<b>.40</b>	2%	10%	61%	27%	<b>1.01</b>
Overall cleanliness and appearance	16%	30%	48%	6%	<b>-.02</b>	2%	15%	58%	25%	<b>.90</b>
Condition of roads and highways	14%	40%	40%	6%	<b>-.16</b>	9%	31%	52%	8%	<b>.18</b>
Job opportunities	21%	62%	14%	3%	<b>-.84</b>	24%	43%	28%	5%	<b>-.53</b>
<b>Overall Mean**</b>			<b>.52</b>					<b>.58</b>		

Notes: Percentages may not add to 100 due to rounding. Silver Bow n=170; state n=410.

\*Mean scores represent mean responses measured on a scale from -2 (very poor condition) to +2 (very good condition).

\*\*Overall mean is the mean average of the individual mean scores.

**Table 16: Quality of Life—Tourism’s Influence**

	Silver Bow Co.					Statewide				
	Negative Influence	Positive & Negative Influence	Positive Influence	No Influence	Mean Score*	Negative Influence	Positive & Negative Influence	Positive Influence	No Influence	Mean Score*
Safety from crime	10%	23%	49%	18%	<b>.47</b>	10%	31%	49%	11%	<b>.43</b>
Emergency services	2%	39%	39%	20%	<b>.46</b>	1%	9%	83%	7%	<b>.89</b>
Overall community livability	3%	46%	38%	13%	<b>.40</b>	6%	23%	60%	12%	<b>.61</b>
Parks and recreation areas	4%	61%	25%	10%	<b>.24</b>	2%	15%	31%	51%	<b>.58</b>
Infrastructure	6%	38%	21%	35%	<b>.22</b>	19%	29%	17%	35%	<b>-.04</b>
Overall cleanliness and appearance	8%	56%	28%	8%	<b>.22</b>	8%	51%	27%	15%	<b>.22</b>
Cost of living	20%	29%	38%	13%	<b>.21</b>	24%	42%	14%	20%	<b>-.12</b>
Education system	2%	49%	15%	34%	<b>.20</b>	13%	40%	36%	11%	<b>.25</b>
Condition of roads and highways	12%	52%	27%	9%	<b>.17</b>	30%	30%	23%	17%	<b>-.08</b>
Museums and cultural centers	1%	87%	9%	3%	<b>.09</b>	12%	37%	24%	27%	<b>.17</b>
Job opportunities	5%	80%	11%	6%	<b>.07</b>	62%	24%	7%	8%	<b>-.60</b>
Traffic congestion	44%	15%	34%	7%	<b>-.10</b>	28%	34%	28%	10%	<b>.01</b>
<b>Overall Mean**</b>			<b>.22</b>					<b>.19</b>		

Notes: Percentages may not add to 100 due to rounding. Silver Bow n=170; state n=410.

\*Scores represent responses measured on a scale where -1=negative influence, 0=negative & positive influence, and +1=positive influence; “no influence” response not included in individual or overall scores. The higher the score, the more positive the perceived influence of increased tourism on the condition of the variable.

\*\*Overall mean is the mean average of the individual mean scores.

Considering both the current condition and tourism’s influence on quality of life, several interesting differences emerge (despite the overall scores being essentially the same for both tables). In four of the twelve current condition variables the Butte-Silver Bow residents scored opposite (in terms of positive or negative sign) to the statewide group. For example, condition of roads and highways, and overall cleanliness and appearance were rated in poor condition for Butte-Silver Bow respondents, but good condition for statewide residents. In addition, the Butte-Silver Bow group rated traffic congestion and cost of living in good condition while statewide residents indicated those items were in poor condition. When considering tourism’s influence upon these variables, again it is noticed that on several variables (infrastructure, cost of living, condition of roads and highways, job opportunities, traffic congestion) the two groups rated them conversely. On the whole, however, these tables suggest that both groups feel these quality of life items are in good condition and that increased tourism would be marginally beneficial.

## Tourism Support

In addition to tourism's perceived influence on quality of life, another method of measuring the degree of support for tourism development is to ask respondents questions specific to the tourism industry and its impacts (Table 17). Respondents were asked to indicate their level of agreement or disagreement with a number of tourism-related statements. Responses ranged from -2 (strongly disagree) to +2 (strongly agree). As in previous tables, a positive score indicates agreement while a negative score indicates disagreement.

**Table 17: Index of Tourism Support**

	Silver Bow Co.					Statewide				
	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*
Tourism increases opportunities to meet people of different backgrounds and cultures.	2%	3%	68%	27%	<b>1.17</b>	1%	9%	76%	15%	<b>.94</b>
I support continued tourism promotion and advertising to out-of-state visitors by the state of Montana.	1%	3%	70%	26%	<b>1.16</b>	5%	10%	70%	15%	<b>.79</b>
Increased tourism would help my community grow in the right direction.	3%	8%	70%	20%	<b>.95</b>	5%	24%	61%	11%	<b>.48</b>
My community is a good place to invest in tourism development.	2%	14%	65%	19%	<b>.85</b>	4%	20%	65%	10%	<b>.57</b>
The overall benefits of tourism outweigh the negative impacts.	2%	15%	67%	17%	<b>.82</b>	4%	18%	68%	10%	<b>.62</b>
Tourism promotion by the state of Montana benefits my community economically.	1%	15%	68%	16%	<b>.82</b>	3%	11%	73%	13%	<b>.81</b>
If tourism increases in Montana, the overall quality of life for Montana residents will improve.	4%	29%	58%	9%	<b>.39</b>	11%	46%	40%	3%	<b>-.24</b>
I believe jobs in the tourism industry offer opportunity for advancement.	5%	38%	48%	9%	<b>.17</b>	12%	36%	50%	2%	<b>-.04</b>
If tourism increases in my community, my income will increase or be more secure.	12%	55%	24%	9%	<b>-.37</b>	17%	54%	24%	6%	<b>-.53</b>
I will benefit financially if tourism increases in my community.	13%	62%	19%	7%	<b>-.53</b>	19%	54%	21%	6%	<b>-.58</b>
<b>Index of Tourism Support**</b>			<b>.54</b>					<b>.28</b>		

Notes: Percentages may not add to 100 due to rounding. Silver Bow n=170; state n=410.

\*Mean scores represent mean responses measured on a scale from +2 (strongly agree) to -2 (strongly disagree).

\*\*The Index score is the overall mean average of the mean scores for each statement.

Overall, Butte-Silver Bow residents show considerably higher scores for tourism support than the statewide group. In all 10 of the variables, Butte-Silver Bow residents scored higher than the statewide group with eight of the ten different by .20 points or more (.63 points for tourism improving quality of life).

### Tourism Concerns

In addition to asking respondents about their support for tourism, they were queried about some concerns that also affect their attitudes and opinions regarding tourism (Tables 18-20). Responses ranged from -2 (strongly disagree) to +2 (strongly agree). As before, a positive score indicates aggregate agreement, while a negative score implies disagreement.

**Table 18: Index of Tourism Concern**

	Silver Bow Co.					Statewide				
	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*
I believe most of the jobs in the tourism industry pay low wages.	2%	18%	64%	16%	<b>.74</b>	1%	14%	67%	19%	<b>.89</b>
Tourists do not pay their fair share for the services they use.	9%	49%	34%	8%	<b>-.16</b>	3%	38%	38%	21%	<b>.34</b>
Vacationing in Montana influences too many people to move to the state.	10%	52%	29%	9%	<b>-.25</b>	4%	45%	38%	13%	<b>.10</b>
My access to recreation opportunities is limited due to the presence of out-of-state visitors.	15%	60%	18%	6%	<b>-.60</b>	9%	61%	22%	8%	<b>-.42</b>
In recent years, Montana is becoming overcrowded because of more tourists.	17%	65%	17%	1%	<b>-.79</b>	8%	60%	23%	9%	<b>-.36</b>
<b>Index of Tourism Concern***</b>			<b>-.11</b>					<b>.11</b>		

Notes: Percentages may not add to 100 due to rounding. Silver Bow n=170; state n=410.

\*Mean scores represent mean responses measured on a scale from +2 (strongly agree) to -2 (strongly disagree).

\*\*\*The Index score is the overall mean average of the mean scores for each statement.

**Table 19: Land Use Concern**

	Silver Bow Co.					Statewide				
	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*
There is adequate undeveloped open space in my community.	1%	10%	61%	28%	<b>1.06</b>	10%	29%	54%	8%	<b>.23</b>
I would support land use regulations to help manage types of future growth in my community.	5%	11%	58%	27%	<b>.93</b>	4%	12%	64%	20%	<b>.83</b>
I am concerned with the potential disappearance of open space in my community.	13%	55%	26%	7%	<b>-.42</b>	6%	33%	38%	23%	<b>.41</b>
<b>Index of Land Use Concern**</b>					<b>.52</b>					<b>.49</b>

Notes: Percentages may not add to 100 due to rounding. Silver Bow n=170; state n=410.

\*Mean scores represent mean responses measured on a scale from +2 (strongly agree) to -2 (strongly disagree).

\*\*The Index score is the overall mean average of the mean scores for each statement.

**Table 20: Tourism-related Decision-making**

	Silver Bow Co.					Statewide				
	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*	Strongly Disagree	Disagree	Agree	Strongly Agree	Mean Score*
It is important that residents of my community be involved in decisions about tourism.	1%	4%	61%	34%	<b>1.21</b>	1%	2%	61%	36%	<b>1.30</b>
Decisions about how much tourism there should be in my community are best left to the private sector.	18%	65%	12%	5%	<b>-.78</b>	16%	57%	22%	6%	<b>-.54</b>
<b>Overall Mean**</b>					<b>.22</b>					<b>.38</b>

Notes: Percentages may not add to 100 due to rounding. Silver Bow n=170; state n=410.

\*Mean scores represent mean responses measured on a scale from +2 (strongly agree) to -2 (strongly disagree).

\*\*Overall mean average of the mean scores for each statement.

Regarding concerns over tourism, Butte-Silver Bow residents seem marginally less worried about increased tourism than statewide respondents. The Butte-Silver Bow group was much less concerned about visitors not paying their fair share and tourist overcrowding than the statewide group. Additionally, Butte-Silver Bow residents expressed less agreement with the potential disappearance of open space than statewide respondents. Finally, both groups were similar in their concerns (somewhat concerned overall) over local tourism-related decision-making.

## Advantages and Disadvantages of Tourism Development

To further clarify the perceived benefits and costs of tourism development, respondents were asked what they thought would be the top advantages and disadvantages of increased tourism in their community. These were open-ended questions where respondents provided their thoughts in their own words. The responses were then assigned to general categories to facilitate comparison (Tables 21 and 22).

**Table 21: Advantages Associated with Increased Tourism**

	Percent of Respondents
Economic growth (e.g., jobs, income, etc.)	80%
Opportunity to market city	8%
Opportunity to improve city and infrastructure	7%
No advantages	4%
Diversifies economy	1%

Respondents could offer more than one suggestion (n=138).

**Table 22: Disadvantages Associated with Increased Tourism**

	Percent of Respondents
No disadvantages	28%
Overcrowding	28%
Low paying jobs	15%
Increased crime	7%
Increased cost of living	4%
Visitors don't respect area, think differently	2%

Respondents could offer more than one suggestion (n=123).

Expectedly, the main advantages and disadvantages of increased tourism followed a similar pattern as in other recent resident attitude surveys around Montana<sup>5</sup>. Issues related to economic growth are the major benefits residents anticipate with increased tourism, while overcrowding is the main disadvantage (other than “no disadvantages”).

### Butte-Silver Bow-specific Questions

The Butte-Silver Bow CTAP committee was given the opportunity to include questions specific to the region on the resident attitude questionnaire. The responses to these questions and other community-specific items are reported below (Tables 23-40). Several of the questions were open-ended and the responses were grouped together into relevant themes. Most single responses and non-applicable answers were not included for time considerations and presentation purposes.

<sup>5</sup> Recent resident attitude surveys took place in Absarokee and Cooke City in 2005; in 2004 they were conducted in Helena, the Rocky Boys' Reservation, and Wheatland County. See [www.itrr.umt.edu](http://www.itrr.umt.edu) for the 2004 and upcoming 2005 reports.

**Table 23: Attractions with Greatest Potential for Visitors**

What types of attractions in Butte-Silver Bow have the greatest potential for attracting visitors and getting them to return?

Historical/heritage	74%
Outdoor recreation	69%
Landmarks	60%
Sporting events	55%
Special events	54%
Museums and cultural centers	52%
Arts & culture	44%
Natural areas	43%
Retail shopping	40%
Amusement attractions	39%
Conferences/meetings	28%
Other	13%
None of these	4%

Respondents could offer more than one suggestion (n=154).

**Table 24: Outdoor Recreation Attractions**

Suggested Outdoor Recreation Attractions

Fishing	45%
Hunting	44%
Skiing	30%
Hiking	18%
Camping	11%
ATV/snowmobiling	10%
Biking	10%
General outdoor activities	6%
Ice skating	5%
Walking/walking trails	5%
Big Hole	4%
Georgetown Lake	4%
Horseback riding	2%
Rock climbing	2%
Skateboard park	2%

Respondents could offer more than one suggestion (n=84).

**Table 25: Museum and Cultural Center Attractions**

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Suggested Museum and Cultural Center Attractions

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Museum of Mining	65%
Mineral Museum	17%
An Ri Ra	3%
Art Chateau	3%
Lady of the Rockies	3%

---

Respondents could offer more than one suggestion (n=63).

**Table 26: Amusement Attractions**

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Suggested Amusement Attractions

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Columbia gardens	21%
Theme park	21%
Tram to Our Lady	9%
Carousel	6%
St. Patrick's Day	6%
An Ri Ra	4%
None	4%
Evel Knievel Days	2%
The Pit	2%

---

Respondents could offer more than one suggestion (n=53).

**Table 27: Landmark Attractions**

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Suggested Landmark Attractions

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Lady of the Rockies	47%
Headframes (Gallus)	15%
Historic uptown	15%
Mining areas	14%
Berkeley Pit	11%
Clark Mansion	3%
Continental Divide Trail	3%
Granite Mountain Memorial	3%

---

Respondents could offer more than one suggestion (n=72).

**Table 28: Conference/Meeting Attractions**

Suggested Conference and Meeting Attractions	
Copper King Inn	12%
Fairmont Hot Springs	6%
Red Lion	6%

Respondents could offer more than one suggestion (n=34).

**Table 29: Natural Areas Attractions**

Suggested Natural Areas Attractions	
Nearby mountains, rivers, lakes	30%
Beaverhead, Deer Lodge National Forests	9%
Highland Mountains	7%
Big Hole River	7%
Georgetown Lake	7%
Fishing	5%
Singing/ringing rocks	5%
Walking trails in town	5%
Pintler Mountains	5%
Humbug Spires	4%
Thompson Park upgrade	4%

Respondents could offer more than one suggestion (n=57).

**Table 30: Special Events Attractions**

Suggested Special Events Attractions	
Evel Knievel Days	42%
An Ri Ra	37%
Concerts	28%
St. Patrick's Day	18%
Fourth of July	14%
Mother Lode events	6%
Sports Center events	4%
Tournaments	4%

Respondents could offer more than one suggestion (n=71).

**Table 31: Arts and Culture Attractions**

Suggested Arts and Culture Attractions	
Mother Lode plays	29%
Art shows	22%
Art Chateau	13%
Concerts and theater	13%
Uptown art galleries	13%
An Ri Ra	7%
Art camp	4%

Respondents could offer more than one suggestion (n=55).

**Table 32: Historical and Heritage Attractions**

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Suggested Historical and Heritage Attractions

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Museum of Mining	48%
Uptown buildings	33%
General area history	9%
Butte archives	5%
Museums	5%
Copper King Mansion	4%
Irish history	4%
Berkeley Pit	2%
Granite Mountain Memorial	2%
Lewis and Clark	2%

---

Respondents could offer more than one suggestion (n=81).

**Table 33: Sporting Events Attractions**

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Suggested Sporting Events Attractions

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Tournaments	33%
High School sports	16%
College sports	14%
High Altitude Center	11%
Football	7%
Hockey	7%
Professional sports	7%
General organized sports	5%
Baseball	3%
Basketball	3%
Shooting	3%
Soccer	3%

---

Respondents could offer more than one suggestion (n=73).

**Table 34: Retail Shopping Attractions**

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Suggested Retail Shopping Attractions

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Need more box stores	43%
Upgrade mall/build new one	22%
More specialty stores	15%
More uptown stores	13%

---

Respondents could offer more than one suggestion (n=54).

**Table 35: Other Attractions**

Suggested Other Attractions	
Restaurants	29%
Outdoor activities	19%
Motorcycle events	14%
Gambling	5%
Montana-made stores	5%
Outdoor flea market	5%
Underground mine tour	5%
Uptown restoration	5%
Trolley	5%

Respondents could offer more than one suggestion (n=21).

**Table 36: Visiting Family and Friends**

Where do you take family and/or friends when they visit?

Museum of Mining	41%
Berkeley Pit	32%
Lady of the Rockies	31%
Area mountains, rivers	25%
Local restaurants	24%
Tour uptown	23%
Mineral Museum	9%
Granite Mountain Memorial	8%
Yellowstone National Park	7%
Trolley Tour	6%
Georgetown Lake	5%
Shopping	5%
Fairmont Hot Springs	4%
Area ghost towns	3%
Big Hole Battlefield	3%
Bozeman	3%
Copper King Mansion	3%
Discovery Ski Area	3%
Fourth of July Parade	3%
Golfing	3%
Helena	3%
Lewis and Clark Caverns	3%
Walking trail	3%
Lampighter	2%
Virginia City	2%
Walkerville	2%
Casinos	1%
Glacier National Park	1%

Respondents could offer more than one suggestion (n=154).

**Table 37: Increased Tourism in Butte-Silver Bow**

Do you want increased tourism in Butte-Silver Bow?

Yes 91% No 9%

If No, why?

General decreased quality of life (increased traffic, taxes, only some businesses benefit, competition for resources) 4%

Respondents could offer more than one suggestion (n=162).

**Table 38: Visitor Impressions of Butte-Silver Bow**

Does Butte-Silver Bow offer a good first impression for visitors?

Yes 48% No 53%

If No, why?

General run down appearance 24%  
Dirty, too much litter 15%  
Visually unappealing mining pits 9%  
Streets in disrepair 8%  
Lack of trees, vegetation 6%  
Vacant uptown 4%

Respondents could offer more than one suggestion (n=146).

**Table 39: Visitation in Non-summer Seasons**

How could Butte-Silver Bow increase visitation in non-summer seasons?

Promote winter sports 46%  
Offer more events/activities (e.g., plays, concerts, tournaments, etc.) 31%  
Offer new festival 9%  
Improve uptown shopping opportunities 3%  
Too cold for non-summer activities 3%  
Tram to Our Lady 2%  
Work with surrounding towns 2%

Respondents could offer more than one suggestion (n=100).

**Table 40: Butte-Silver Bow's Treasure**

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What is Butte-Silver Bow's real treasure?

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Friendly people	37%
History	37%
Beautiful area	17%
Mining	8%
Lady of the Rockies	4%
Central location	2%
Montana Tech	1%

---

Respondents could offer more than one suggestion (n=145).

These Butte-Silver bow-specific questions help to give insights into residents' perceptions of local tourism-related questions. Overall, it seems that residents feel that Butte-Silver bow offers a wide range of tourist attractions. Historic attractions and outdoor recreation around the area was consistently selected by large margins of the respondents, followed by landmarks (mainly mining) and events. This suggests that although Butte-Silver Bow's surrounding environment could be a strong draw for visitors, local events and city attractions are also in place for tourists.

Residents appear split about the impressions visitors might have of Butte-Silver Bow. Some felt the area appears run down, while others indicated it seems to be somewhat littered and dirty. In addition, many respondents indicated a lack of shopping and eating places in the area and suggested the area needs more box stores and specialty shops. These findings in particular can help inform the Butte-Silver Bow community to address the challenges of tourism development in addition to the potential opportunities.

## Conclusion

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As part of the Community Tourism Assessment Program, the Butte-Silver Bow action committee is in a unique position to have a discussion with their community about local tourism development. In light of this, the resident attitude survey serves as a tool to assist the community in making informed decisions about tourism-related issues. The following points highlight the main findings from the survey and the nonresident study to help provide a context of tourism development potential in and around Butte-Silver Bow.

Overall, residents of Butte-Silver Bow express support for local tourism development. Respondents believe that tourism should have a role in the local economy at least equal to other industries, if not a dominant role. Similarly, respondents showed considerable agreement about the advantages of increased tourism (jobs and economic growth), as well as tourism's positive influence on quality of life. Residents also expressed very little concern over increased tourism. Taken together, these attitudes suggest that Butte-Silver Bow residents not only look favorably toward tourism, but they would like it to play a larger role in the economy and community life.

Looking at nonresident overnight visitors who travel through Silver Bow County, nearly half (48%) are on vacation which is more than the statewide percentage. This may be encouraging news for local residents considering that vacationers spend the most compared to all the other travel group types<sup>6</sup>. However, visitors to Silver Bow County were much more likely to be just passing through the area. These visitors spend less than other visitors.

Considering non-economic traveler attributes, Yellowstone National Park was the highest rated primary attraction, followed by Glacier National Park, and mountains. Additionally, there were several highly rated outdoor recreation activities for visiting nonresident travelers, indicating that these travelers are drawn to natural features and historic attractions that Montana and Butte-Silver Bow offer. In view of all of these nonresident traveler characteristics, there appears to be potential marketing and enterprise opportunities for local entrepreneurs and residents with an interest in travel-related business activities.

Both the resident attitude survey and the nonresident study have implications for tourism development in Butte-Silver Bow. Because the overall attitudes toward tourism seem positive, development of tourism programs or projects would likely find strong community support. Not only does there seem to be tourism business potential, but the prospects of increased economic growth and job opportunities would likely be welcomed.

Finally, Butte-Silver Bow residents have many unique attractions to share with visitors to the area. From an abundance of outdoor recreation activities, to a beautiful setting, to abundant historical resources, Butte-Silver Bow has numerous tourism qualities. However, some residents expressed concern over the potential influences tourism could have on congestion (both traffic and crowding) and wages. This suggests that even though most residents are favorable towards tourism development, they should also be mindful of the additional impacts (both positive and negative) that increased tourism could have on the residents and the resources of Butte-Silver Bow.

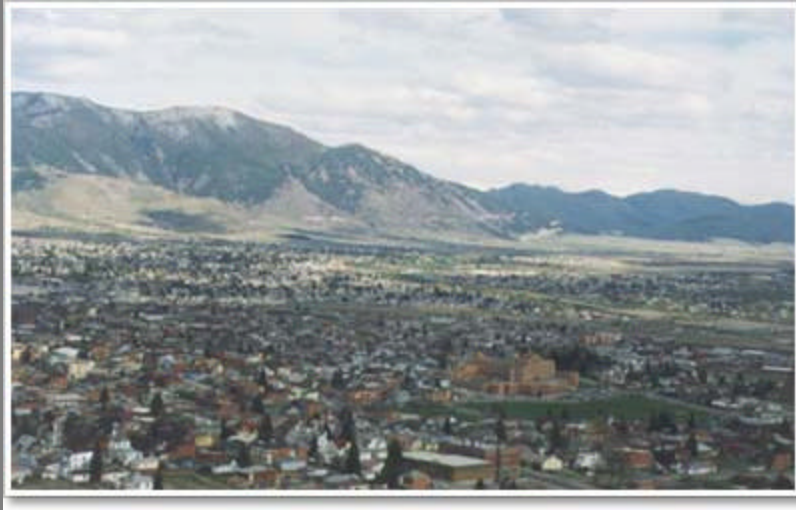
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<sup>6</sup> Wilton, J. 2005. 2004 Nonresident Expenditure Profiles. <http://www.itrr.umt.edu/nonres/ExpendProfiles04.pdf>. Accessed 2/9/06.

## Appendix A: Butte-Silver Bow Survey Instrument

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# **Resident Attitudes Toward Tourism in Butte - Silver Bow**



**Fall 2005**

**Institute for Tourism and Recreation Research  
The University of Montana  
32 Campus Drive #1234  
Missoula, MT 59812-1234**

**Part 1. Please indicate your involvement in the tourism industry in Butte-Silver Bow and the role you think it should have in the local economy.**

**1a** How much contact do you have with tourists visiting Butte-Silver Bow? *Please*  **only one.**

*Frequent contact*       *Somewhat frequent contact*       *Somewhat infrequent contact*       *Infrequent contact*

**1b** Which of the following statements best describes your behavior toward tourists in Butte-Silver Bow? *Please*  **only one.**

*I enjoy meeting and interacting with tourists.*       *I am indifferent about meeting and interacting with tourists.*       *I do not enjoy meeting and interacting with tourists.*

**1c** Which of the following statements best describes your job? *Please*  **only one.**

*My place of work provides the majority of its products or services to tourists or tourism businesses.*       *My place of work provides at least part of its products or services to tourists or tourism businesses.*       *My place of work provides none of its products or services to tourists or tourism businesses.*       *I currently do not have a job.*

**1d** Compared to other industries, how important a role do you think tourism should have in Butte-Silver Bow? *Please*  **only one.**

*No role*       *A minor role*       *A role equal to other industries*       *A dominant role industries*

**1e** Please rank the following economic development options 1 through 8, with 1 being the most desired option for Butte-Silver Bow.

Agriculture.....	<input type="checkbox"/>	Services (health, education, etc.)..	<input type="checkbox"/>
Manufacturing .....	<input type="checkbox"/>	Technology.....	<input type="checkbox"/>
Mining .....	<input type="checkbox"/>	Tourism/Recreation.....	<input type="checkbox"/>
Retail/Wholesale Trade.....	<input type="checkbox"/>	Wood Products .....	<input type="checkbox"/>

**1f** In your opinion, how is the population changing in Butte-Silver Bow? *Please*  **only one.**

*Population is not changing (please skip to PART 2)*       *Population is increasing*       *Population is decreasing*

**1g** If you feel the population of Butte-Silver Bow is changing, how would you describe the change? *Please*  **only one.**

*Too fast*       *About right*       *Too slow*

**PART 2. The following questions are specific to Butte-Silver Bow. Please share your thoughts and opinions as they will be helpful in making informed decisions for the area.**

**2a** What type of attractions in the Butte-Silver Bow area have the greatest potential for attracting visitors and getting them to return? Please  all that apply and specify in the adjoining box.

<input type="checkbox"/> Amusement attractions.....such as	
<input type="checkbox"/> Arts and culture.....such as	
<input type="checkbox"/> Conferences/meetings.....such as	
<input type="checkbox"/> Historical and heritage.....such as	
<input type="checkbox"/> Landmarks.....such as	
<input type="checkbox"/> Museums and cultural centers...such as	
<input type="checkbox"/> Natural areas.....such as	
<input type="checkbox"/> Outdoor recreation.....such as	
<input type="checkbox"/> Retail shopping.....such as	
<input type="checkbox"/> Special events.....such as	
<input type="checkbox"/> Sporting events.....such as	
<input type="checkbox"/> Other.....such as	
<input type="checkbox"/> None of these	

**2b** Where do you take friends and/or relatives when they visit?

**2c** Do you want increased tourism in Butte-Silver Bow?

Yes       No

If no, why ?

**2d** Does Butte-Silver Bow offer a good first impression for visitors?

Yes       No

If no, why?

2e How could Butte-Silver Bow increase visitation in non-summer seasons?

2f What is Butte-Silver Bow's real treasure?

**Part 3. Questions concerning quality of life in your community.**

3a Please indicate your opinion of the current condition of each of the following quality of life elements in Butte-Silver Bow. Please  *only one response for each item.*

	Very Poor Condition	Poor Condition	Good Condition	Very Good Condition	Don't Know
Emergency services (police, fire, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museums and cultural centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Job opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety from crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condition of roads and highways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infrastructure (water, sewer, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Traffic congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall community livability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks and recreation areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall cleanliness and appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3b Please indicate how you think the following would be influenced if tourism were to increase in Butte-Silver Bow. Please  *only one response for each item.*

	Negative Influence	Both Positive and Negative	Positive Influence	No Influence	Don't Know
Emergency services (police, fire, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Museums and cultural centers	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Job opportunities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Education system	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost of living	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety from crime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Condition of roads and highways	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Infrastructure (water, sewer, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Traffic congestion	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall community livability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Parks and recreation areas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Overall cleanliness and appearance	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**3c** Please indicate your level of agreement or disagreement with each of the following statements regarding tourism in Butte-Silver Bow and in the state of Montana. *Please  only one response for each item.*

	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Agree</i>	<i>Strongly Agree</i>
I'd rather live in Butte-Silver Bow than anywhere else.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If I had to move away from Butte-Silver Bow, I would be very sorry to leave.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I think the future of Butte-Silver Bow looks bright.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is important that residents of Butte-Silver Bow be involved in decisions about tourism.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Decisions about how much tourism there should be in Butte-Silver Bow are best left to the private sector rather than the public sector.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is adequate undeveloped open space in Butte-Silver Bow.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am concerned about the potential disappearance of open space in Butte Silver-Bow.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I would support land use regulations to help manage types of future growth in Butte-Silver Bow.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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(continue on the following page)

**3c continued:**  
Please  only one response for each item.

	<i>Strongly Disagree</i>	<i>Disagree</i>	<i>Agree</i>	<i>Strongly Agree</i>
Butte-Silver Bow is a good place for people to invest in new tourism development.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased tourism in Montana would help Butte-Silver Bow grow in the right direction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tourism promotion by the state of Montana benefits Butte-Silver Bow economically.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If tourism increases in Butte-Silver Bow, my income will increase or be more secure.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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I will benefit financially if tourism increases in Butte-Silver Bow.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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I support continued tourism promotion and advertising to out-of-state visitors by the state of Montana.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
---	--------------------------	--------------------------	--------------------------	--------------------------

I believe jobs in the tourism industry offer opportunity for advancement.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
---	--------------------------	--------------------------	--------------------------	--------------------------

If tourism increases in Montana, the overall quality of life for Montana residents will improve.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--	--------------------------	--------------------------	--------------------------	--------------------------

Tourism in Montana increases opportunities to meet people of different backgrounds and cultures.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--	--------------------------	--------------------------	--------------------------	--------------------------

The overall benefits of tourism in Montana outweigh the negative impacts.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
---	--------------------------	--------------------------	--------------------------	--------------------------

Vacationing in Montana influences too many people to move to the state.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
---	--------------------------	--------------------------	--------------------------	--------------------------

In recent years, Montana is becoming overcrowded because of more tourists.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--	--------------------------	--------------------------	--------------------------	--------------------------

My access to recreation opportunities is limited due to the presence of out-of-state visitors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--	--------------------------	--------------------------	--------------------------	--------------------------

Tourists in Montana do not pay their fair share for the services they use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--	--------------------------	--------------------------	--------------------------	--------------------------

I believe most of the jobs in Montana's tourism industry pay low wages.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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3d In your opinion, what is the primary advantage of increased tourism in Butte-Silver Bow?

3e In your opinion, what is the primary disadvantage of increased tourism in Butte-Silver Bow?

**PART 4. Please tell us a little bit about yourself. Keep in mind that this survey is completely confidential.**

4a How many years have you lived in Butte-Silver Bow?

4b How many years have you lived in Montana?

4c What is your age?

4d Were you born in Montana? *Please*  *only one.*

Yes

No

4e What is your gender? *Please*  *only one.*

Male

Female

4f What is your employment status? *Please*  *only one.*

Employed

Home maker

Retired

Unemployed or Disabled

4g How many people currently living in your house are employed?

4h If one or more are employed, please use the list below to let us know the type of work held by members of your household. *Please*  *all that apply.*

Agriculture

Health care

Armed services

Manufacturing

Clerical

Professional

Construction

Restaurant/bar

Education

Retail/wholesale trade

Finance, Insurance or Real Estate

Services

Forestry/forest products

Transportation, Communication or Utilities

Government

Travel Industry

Other:  
(Please Specify)

(continue on the following page)

Please include any additional comments below. (Attach additional pages if needed.)



**Thank you for your participation!**

Please place your completed questionnaire in the postage-paid envelope and drop it in any mailbox.



## Appendix B: Respondent Comments

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Respondents were provided with space at the end of the questionnaire to include their own thoughts and comments. This was an open-ended format with no guidelines as to the topic of the comments, and thus these comments deal with a wide variety of issues. The following 57 comments are presented in no particular order. Indecipherable words or phrases were replaced with “[?”.]”

1. I believe that multiple approaches to increase tourism need to be taken. Restore and promote the historic district, promote area recreational activities, and make this a destination area for tourists, business people, recreationists and as many other groups as possible. Promote the historic uptown with mining period-era bars, casinos, hotels, restaurants, theater productions, etc. All with the theme of the Old West and early mining days.
2. Tram to Lady beneficial, but maintenance costs too high; hiking East Ridge; snowmobile races/climbs at Beef Trail; bike/multiseat bike unmotorized or electric quiet motors on old BN road bed; summers Forest Service reopen road to lookout tower.
3. Butte votes Democratic, I don't need another reason to vote Republican. A change in leadership in Butte is well overdue. Babb is trying but the good 'ole boys are stopping him.
4. Butte has a rich history that represents many ethnic heritages. This could be an emphasis rather than the typical rough and tumble bar attractions. Butte needs new fresh ideas from top officials- it seems every new job opening is filled by the same pod of the same 10 people. We need to catch up with other towns- go to Missoula or Bozeman and you can see clean cities with varied offers. Arts and history attractions will show us to be a well-rounded community with much to offer.
5. I love Butte because I was born and raised here, except when I lived in Missoula 14 years but I came back. My income is limited. I can't do a lot of things because I can't afford to do what I would like all of the time. When I know something is coming up, I have to save in order to attend or participate. Also, I am a home-body.
6. Anything that will provide employment for our young people and increase business for our merchants can only be an advantage.
7. The "bed tax" in MT has made much travel impossible for a retired, one-income person. Tourist season in MT brings higher prices for locals-gasoline, room rates, etc.; we rarely see any direct benefits from all the tourism hype.
8. In the last 20 years, Montana has fallen from a consistent rating of 4th-6th highest paid workers in the US, to the bottom as a poverty level state to live in. Our state's economy was based on agriculture, mining and timber, and these jobs paid good money. Our universities should be dedicated to finding ways to continue in these businesses without destroying the environment. No one else wants them in their states which leaves us a great opportunity in ours. We also need factories/manufacturing added to the state to do something with these products- value added. Technology and other industries, arts, culture, museums, entertainment, tourism are what all states are trying to attract- we should too! But, I believe those basics will make us strong again.
9. "Good Old Boys" still run city with all extended family being placed in positions they are not qualified for or didn't earn. Butte is the ONLY city not growing due to our politics, unions, cost to have a business (higher than Missoula), low wages that people can't work due to not enough to feed family. Montana gets lots of welfare people due to the monies they can get in MT versus other states. Also CCCS expanding and the state paying 1/2 wages of these criminals, jobs are given to them instead of people in our community. NOT FAIR! Also the pre-release families move to Butte causing more welfare, crimes, health care, etc. No Child Left Behind is a joke. Teachers are told to pass students with straight F's for years. They don't want to deal with teaching difficult or poverty children. 10th graders who can't read, write, etc. Top officials making 6 figures and the workers making 12-20 thousand. Something is wrong with our system in MT. Tourists who meet non-educated, welfare people? "First impressions count"

10. I have lived in Butte all my life and I feel Butte has a lot to offer people. However, we have a lot of negatives that need to be addressed. We need to clean the town up (buildings, homes, streets, etc.), create a more efficient local government, change attitudes of people to work together, be pro-business, establish a more aggressive economic development plan, clean up our parks and recreation opportunities, stop the Meth problem and fight for increase in funding for public schools and Montana Tech. Butte has made some improvements in these areas, but we have a long way to go. We need to move to the future with a new attitude, but hold onto the rich history. It can be difficult to do both at the same time, but it can be done with good leadership, commitment and people aggressively working together. People in Butte can be great and caring, but we can also be stupid, stubborn and holding onto outdated thinking and living.
11. Tourism is highly dependent on the economy. Montana is a good place to vacation because of its natural beauty. Other than scenery or recreation, there is really no reason to vacation in Montana. Much of Butte's history is based on mining. Unfortunately, it is now a classic example of a boom and bust situation that is typical of mining in the west. It's always going to be difficult to attract tourists, when the most prominent landmarks are a toxic lake and mine tailings. Tourism is a poor business to rely on for your livelihood. Tourists don't have to come here, they can always go somewhere else. This is especially true if gasoline prices stay high.
12. I feel Butte has a lot to offer to tourists. We have friendly people, BEAUTIFUL country side, lots of history, special events like: Evel Knievel Days, An Ri Ra, concerts at the Depot, Our Lady of the Rockies, museums, uptown Butte. Many people come to me at Herberger's who comment about the friendly staff, and so much more. My work at Herberger's allows me to deal with people from all over and they always comment on the friendly demeanor of Butte's population. I have also worked at High School, 2 summers for Our Lady of the Rockies, and 2 years for Chamber of Commerce. I use my experience to suggest to tourists where to visit in Butte and MT. Have convinced some to stay longer.
13. We need to encourage tourism. Butte has a good spirit of hospitality. We need to emphasize it among ourselves and toward others. All restaurants and motels need to have out for public use- city tourist maps, Our Lady information, tourist postcards and brochures, etc. We need to tell people all the good, worthwhile and interesting things to see and do in Butte. Many tourists would enjoy a visit to uptown Butte, to walking trails, to swimming, etc, after they stop for the day if only they knew about them. If they find something really special they might even come back for that.
14. Butte is a very affordable place for seniors. If anything were to increase taxes or medical expenses the balance would create another tier of poverty. Perhaps wealthy people settling here would raise all taxes.
15. Get rid of the "Good Ole Boy Syndrome." The so-called Democratic stronghold in Butte has stifled our economy. We can't be a socialist city and survive. We need good, new conservatives in our government and involved with economic development. If St. Paddy's Day and Evel Knievel days are the best we can do, we're in great trouble.
16. We need to have some Maple leaves (Canadian flags) flying at both ends of town on I-15 to show the snowbirds we want them to stay. Somebody, please, start doing the Superhost training again. Our young service workers need to be better ambassadors of good will toward our tourists.
17. Butte Silver-Bow is a sleeping princess. We have a great location, a history full of color, scenes out of story books and people that are the best everywhere. We, as a community, need to work together and with the rest of Montana to bring about more jobs, more choices and more privileges for our citizens without damaging the environment and in more instances- improving it!
18. The history of Butte- especially ethnic related is the most important thing going for our growth: restoring the uptown, archives and genealogy information.
19. Every time they buy our land they close it to hunting and fishing. Soon there will be no place left.
20. I would welcome more competitive business in our area. This community seems to avoid growth. Every direction out of Butte has noticeable growth. I also believe that added businesses would keep our people shopping more here than seeking opportunities elsewhere. I, for instance, travel to Missoula, Bozeman, Helena for new adventures and more competition. I don't think anyone here would be unhappy about new growth. Economic growth triggers and stimulates people to grow. Would like to see a lot of old buildings (not historic, of course) be gone, the unkept and junk collector type. We could definitely use an uplift- thank heaven our people are our asset. Hope this helps--.

21. It's great to have more money and higher paying jobs but is it worth the increase in tourism/population?
22. I do not like having pre-release people take so many local jobs. It seems like our youth cannot compete when local business owners hire pre-release over them to increase profits due to subsidized wages. I believe our children should be given first choice or at least be equal.
23. Butte Silver-Bow has a warm and welcoming community. The history of Butte is fascinating: The culture, mining history, social history. Many beautiful, affordable buildings. I would like to see more industry. Montana Tech is a wonderful college.
24. We need to repair the roads/streets. We need more for people to do such as a sport/recreation center with batting cages, go-carts, indoor paint ball or laser-tag arena, play ground, climbing walls, arcade, inexpensive entertainment and food.
25. I have visitors from Fairbanks, AL. It is a first time for the Lady. She has enjoyed the old uptown Butte. They need to fix the corner at Park and Arizona, a vacant lot and some paint on the building. Also a building on the southwest corner of Park and Wyoming needs something. I'm not sure what. Butte is improving slowly, so I believe it is on the uphill swing.
26. Our population (Montana and ours) is going down. The main reason I hear is because of the wages. I believe we can turn that around by creating nationally competitive jobs. We have a great place to live, so families will come if we can lure the quality people here with a good wage. Much of our population is here only for a few summer months because they can afford to build \$200,000 homes AND live elsewhere. This puts pressure on year long residents tax-wise. Butte Silver-Bow could be a leader if we had enough moxie to make this work.
27. Butte needs to remove the Pre-release Center from her historic uptown. We should not be a safe-place for convicted sex/violent offenders. We should stop mining and building power plants, both of which pollute our valley while providing very few jobs. We must remove the bias against anyone not from Butte. We must take steps to promote a healthy sense of place while reversing the current culture of ignorance. Our kids need something to do besides drink. The people of Butte are so used to "surviving" that they can't imagine any other way of life. Everyone is friendly, but no one knows anything about service- just step into any business or our COURTHOUSE. There are several forward-thinking people whose plans have been repeatedly thwarted by local government (i.e. Glen Bodish and his "smart jobs").
28. I believe in the Hawaiian philosophy- Come visit but don't stay.
29. Too many ugly and disrepaired homes and lots. Very distracting.
30. People (tourists) coming up Montana, Main, or Utah streets see the very worst that BSB has to offer. I have lived on South Idaho St. most of my life and am ashamed of what it has become. BSB needs to pass laws that are tough on run-down properties, run-down vehicles and DOGS. We need to clean up these run-down areas if we expect people to come here and feel good about it. Local government has let us down. Dogs: increase fines for unlicensed dogs \$20.00 and give the dog catcher \$20.00 bounty. Maybe then they will want to get out of the truck!
31. Butte Silver-Bow has been too dependent on 1 industry for too many decades. It needs some corporations to provide higher paying positions. Not all jobs associated with tourism will be enough for this area. We also need business such as retail, services that make other Montana folks want to come to Butte Silver-Bow.
32. Butte needs to be cleaned up. A clean town would leave a very good impression.
33. There has to be a way to make our citizens SEE the great potential we have. We should present a picture that visitors actually EXPECT to see. Things are so different in the East. We are a better example of the West than Jackson Hole. We are just too stubborn to accept the West that the East wants. Give tourists what they crave- and they'll appear like magic. However, we NEED the gambling, at least for effect! And to complete the picture. Don't make a silk purse from a sow's ear: BE the sow's ear!
34. Tourism is good for Butte Silver-Bow as a whole. It is not helping me as an individual. Things that I felt were good for BSB were voted down. I think we have to take an all or nothing approach. Our problem is everything is done half way... and it fails.
35. Concentrate on one improvement at a time so the efforts will be effective. Add things slowly so the

results can be identified.

36. Back in the early '50's, my family came from Wisconsin and Illinois. My family had bad luck in Montana. Tools of this state, Animal Brands, can trap and endanger out of state tourists forever. Treasure, I've found none. Art is my favorite subject. At 2005, I still feel trapped and endangered in Montana and my children are not safe here either. Not even my grandchildren are safe in Montana. Disabled and single. I never feel safe in Montana. Family from Wisconsin, Illinois, and Oregon. Hate your Animal Brand tools and am very distrustful. From around Missoula, Missoula County 4 and misplaced in Butte.
37. We need more better paying jobs- not low paying jobs- something with a future besides Wal-Mart, motels, fast food places. They're good for students, but not for a person trying to raise a family, buy a house, car, etc. Most families have 2 or 3 jobs, in order to make ends meet. Not much of a family life for kids.
38. This is one of the best questionnaires I've seen. It's well thought out. Overall, if the uptown area was vibrant and attractive and had lots of unique shops, visitors would come during the week as well as in the off-season, not just weekends. Not an easy solution, but it would spur other activities, events, etc.
39. We need to grow! Every major town is growing around us! Bozeman, Helena and Missoula are growing! Why can't we! Thank you!
40. Butte is a wonderful place to live and raise children. I have deep roots here in Butte. My grandparents came to Butte, America from Ireland. They were proud but didn't always get the respect they deserved upon coming to America. In Butte, the cultural groups of the melting pot banded together in neighborhoods. Now people are more dispersed and the town is more colorful as a whole. I am proud to be a Butte native. I have lived other places but was overjoyed to move back to my Hometown.
41. I wish you good luck- to do something will take a lot of hard work! It is evident that you are all working very hard to promote Butte and tourism. Butte is a very unique city for so many reasons!
42. Obviously you have asked very challenging questions! Some of this is catch-22. Mining is great for the workers, tax base, etc., but contributes to some pollution and negative appearance of the area. South, west, and east you have scenic views- to the north, the mine. The buildings uptown are getting a bit of a face-lift- this will really help. However, we still have too many eye-sores. For example, the Maroon Activity Center has brightened up east Mercury, but, except for the Belmont Center, the rest of the area is, well, ugly. Mercury and Continental are used heavily, but the visitor or tourist is not left with a good impression. Can this area be turned into a sprawling park of some kind with private and public dollars? Can more mature trees be planted along Continental to shield the mine view somewhat? Is the lagoon-type theme park idea too far-fetched? I realize the weather is not great, but this might create a niche for Butte. Montana Street needs sprucing up. Again, this street creates a first impression for many tourists and visitors. Still too many vacant lots and ugly structures. Hope this helps.
43. Whatever growth free enterprise brings is good! Anything that needs subsidizing is much less so. Populism is BS.
44. The casinos are wrecking Butte. They are 80% full 9 months of the year, 100% in the tourist season.
45. Too much nepotism in this area.
46. I believe the Tourism and Recreation Research of the University of Montana should take some of their welfare money and have the Missoula Chamber of Commerce and the business add more money to rent 25 large busses, load them full of people and bring them to Butte Silver-Bow and they be tourists and shop in Butte. Make it a four-day stay. Do this every month. Thank you. All Chamber of Commerce and all business advertise people should shop in their home towns.
47. I see very little value in tourists to help my kids. Jobs-jobs, but not changing motel rooms. People come to Butte, then- look at pit, no trees, find out it is one of the most polluted sites in the USA. Our ER room at the hospital has an abnormally high number of respiratory diseases- check this out. Health Department is anti-cleanup. Solution, among others: plant entrance to town/ interchange. Solve dirt pollution for respiratory disease and so things grow (Fire Health Department head, no cooperation). Get off pollution list. Would you raise kids here? I have a medical degree and extensive landscape background. Quit talking and studying- Get Gitten!!
48. Tourism is seasonal, unpredictable, dependent on people's expendable income. It is a good egg to

have in your basket, but you need more eggs to make a meal.

49. Out of state interests are ruining our way of life in Montana. Land values, cost of living- we have been discovered- hold on to your hats.
50. I think Butte has great potential! The uptown area needs help to restore some of the old incredible buildings. They are so rich in history. There has to be something to draw people uptown. I am fairly new to Butte and very rarely go uptown. Uptown should have a warm and welcoming feeling with quaint shops and restaurants. Some towns close off sections and cobblestone the walkways or roads and make it a central destination to park and walk, shop, eat, see a show, etc. Good Luck!
51. My opinion on the poor state of emergency services is simply due to lack of resources, not on the quality of the individuals employed as policemen and firemen. We need more officers.
52. I would like follow-up on this survey. Are you really going to listen to what I have to say? What advantage is there in a survey?
53. We were in business for 55 years and tourism was a big part of our business for 55 years.
54. Tourism would help Montana to a point, but it is normally a seasonal thing. I believe that Montana and especially Butte-Silver Bow needs more jobs that pay above minimum wage. Too many people have to work 2 to 3 jobs in one household just to make ends meet. Life should be more than just meeting ends.
55. We went to Bite of Butte. The involvement of restaurants was way down from last year. The citizens of Butte didn't support it as it was last year, but it wasn't advertised well. Why wasn't it? There were football games competing for attendance and we wondered why this event couldn't have been scheduled on another Friday night- maybe even a different time of year.
56. Butte has a large and unique historical district with many fascinating buildings and distinct cultural history. Preserving and enjoying this marvelous history is our greatest challenge. We must promote the high quality of life (outdoors, education, health care, shopping, theater, college athletics, restaurants, historic churches, museums, rivers, lakes, mountains, hunting, fishing, etc., etc.) and LOW cost of living to attract retirees and others to live here full time. Wallace, ID, can do it, then Butte can too!!
57. Our state, county and city need a shot in the arm to get our presence known. We do have a beautiful state and need the nation to be made aware of this for reasons of getting revenue in our pockets. We are one of the last frontiers in the lower 48 states and must be willing to share if we want to go on and take the influx of tourism!