

Approved Audits/Applications Committee 6/19/09

Organization Name: Billings Chamber of Commerce / CVB
Project Name: Printed Material; City Maps
Project Date: Fiscal Year 2008-2009
Application Completed by: Joan E. Kronebusch

Approval Requested
<input checked="" type="checkbox"/> Final
<input type="checkbox"/> Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

To fulfill requests generated at trade shows and through advertising and public relations, it is necessary to produce collateral materials. Continuity in the overall Billings theme will remain through all pieces. These image pieces are often the public's first impression of Billings.

City Map

The Chamber/CVB will again contract with Springhill Press to produce a detailed Billings printed map. Unlike traditional map companies, Springhill Press partners only with CVB's to develop maps of their destinations highlighting their member businesses and services. These maps are used to market the destination and inform the visitor. The Billings CVB will have total control of map content, ad sales and text. There is also an online component to the map that will fulfill our online map need. The online map is interactive.

We are requesting 2250.00 to reprint this map. We are out and are desperate. I will transfer funds into the City map for this project.

Develop Objectives

1. Increase city wide room demand by 4% from 927,000 to 964,000.
2. Book 8 city wide conventions or meetings.
3. Generate 8000 room nights for the city of Billings.

Identify the portions of your marketing plan, which support this project.

These projects enhance all four priorities in the marketing plan. Each project is a tool that will assist us with recruitment efforts.

*Does this project support the Strategic Plan? **Yes** If so, describe how.*

Goal 1; Action 1.2a - Amplify targeted sales and marketing to attract groups, meeting and conferences to Montana.

Goal 9; Action 9.2 - Foster opportunities to pool public and private marketing dollars.

Detail pages attached Yes

Billings CVB PROJECT BUDGET

