

**Organization Name: Billings Chamber of Commerce / CVB**  
**Project Name: Billings Gazette Vacation Guide**  
**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.

**Billings Gazette's Vacation Guide advertising, advertorial, online Placement**

The "All Around Billings" vacation guide will address the needs of the traveling public with sections on a city overview, attractions, calendar of events, activities and services such as accommodations, transportation, restaurants, shopping, etc. There will be 50,000 copies printed and distributed in the Custer Country Region and in the Billings VIC and at trade shows. For our sponsorship of the guide, we receive our logo on the front cover, a full page color ad.

The guide will again be placed on the Billings Gazette website. We do receive banner ads on the site, also.

**Opportunity Money will be used to fund this project.**

*Develop Objectives*

1. Increase city wide room demand by 4% from 927,000 to 964,000.
2. 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**

Vacation Guide

	State Tourism Funds	Other Funds	Total
Vacation Guide Advertising, online banner ads,	6000	+	= 6000
<b>TOTAL</b>	6000		\$6000

***We will design the cover to include the Billings Brand Logo and will design a full page full color ad.***