

Approved Audits/Applications Committee 7/1/09

Organization Name: Billings Chamber of Commerce / CVB
Project Name: Printed Material; Vacation Guide, Promotional Materials, City Maps, Sales Kit Inserts
Project Date: Fiscal Year 2009-2010
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 brand will remain through all pieces. These image pieces are often the public's first impression of Billings.

Vacation Guide Development and Online Placement

Again the official Billings Chamber of Commerce / CVB's visitor guide will be a partnership between the Billings Gazette and the Chamber/CVB. This partnership will allow us to utilize their stock photos, design capabilities and writing talent. The 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. We will print 100,000 copies.

The Gazette sells advertising (no more than 50%) and retains advertising revenues. In return for that, they assist in the design, do the layout, print and ship the guide to the CVB. Money from the budget will be used to design a cover and assist in the overall design for the annual Visitor Guide. The guide will again be placed on our website as an interactive component of the Chamber/CVB website. We also have the ability to e-mail our vacation guide to anyone who desires it.

Promotional Materials

We are requesting funds be available for us to purchase items that can be used as a "hook" to entice convention attendees to visit our informational booth. Currently we use items such as chap stick, logo coffee mugs, travel mugs, mints, pens and sunscreen. We also have an imprinted plastic bag that is used as our convention/trade show booth for delegates to collect materials. The plastic bag is also used in the VIC for our guests. All items will feature our logo and website.

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.

Sales Kit Inserts

A new convention follow up piece was developed last fiscal year – we refer to this as the trailhead folder. We will be designing inserts and materials that will complete the kit. The inserts will include lodging, dining, convention services, meeting venues, etc. We will have a template that will allow us to customize any insert necessary. If printing becomes necessary, we will submit an application for this job.

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
Vacation Guide, Maps,
Promotional Materials,
Sales Kit Inserts**

	State Tourism Funds		Other Funds		Total
Vacation Guide Coordination & Design, Printing	2500	+	7500	=	10,000
City Map	10,000	+		=	10,000
Promotional Materials	2500	+	4500	=	7000
Sales Kit Inserts - design	2600	+	2500	=	5100
TOTAL	\$17,600		\$14,500		\$32,100

PRINTED MATERIALS

Project Name Visitor Guide

Coordination and Design - \$1000

Printing - \$1500

Publication Printed Visitors Guide **Quantity** 100,000

Color FULL **Paper Stock** Recycled #3 gloss, 70# test

of Pages or Folds 65 **Size** 8.5 X 11

Ad Sales (Yes or No) YES **Percentage** 50%

Distribution Plan (areas & method) mail fulfillment, Certified Folder Display, VIC, Trade Shows, Online and e-mail

Project Name: Promotional Materials

Booth Give-Aways \$2500

Private Funds \$4500

Project Budget \$7000

Project Name: Sales Kit Inserts

Design \$1500

Print \$600

S&H \$500

Private Funds \$250

Project Total \$5100

Project Name: Printed Maps

Printing \$8500

Production \$1000

S&H \$500

Project Total \$10,000

Quantity 25000

Color full **Paper Stock** gloss

Size 23X35 finished = 4X9

Ad Sales (Yes or No) yes **Percentage** no more than 50%

Distribution Plan: trade shows, vic, and conventions held in Billings, U.S. Mail.