

Approved Audits/Applications Committee 7/1/09

Organization Name: Billings Chamber of Commerce / CVB
Project Name: Wireless Equipment
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.

Wireless Equipment – we wish to continue usage of a wireless air card and monthly wireless service for the lap-top computer that is used by the CVB at our convention and tradeshow booth. It is important for the booth personnel to have access to the CVB web site or other Montana travel related web sites while at a show or event. In some cases internet access at a trade show can be upwards to \$250 per show. We are requesting funding for this service instead of getting service from a show provider – which in many times is not a secure connection.

Develop Objectives

The purpose of this step is to establish realistic, achievable objectives and assess the feasibility of your project in relation to stated objectives. Your objectives should be specific, measurable and realistic.

All Objectives listed in the 09-10 Marketing Plan would be achieved, especially the following:

- Book eight citywide conventions/meetings in Billings.
- Generate 8,000 room nights for the lodging facilities of Billings.
- Generate 120 qualified leads.
- Book a total of 20 groups (including citywide and sports) resulting in 18,000 room nights.

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

This project supports all aspects of the marketing plan especially goal number one – meetings and convention recruitment.

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

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

Detail pages attached Yes

Billings CVB PROJECT BUDGET
Wireless Equipment

	State Tourism Funds		Other Funds		Total
Wireless Internet Service		700	+		= \$700
TOTAL		\$700		\$	\$700