

Organization Name: Billings Chamber of Commerce / CVB
Project Name: Publicity – Int'l Fam, & Meeting Planner Fam.
Project Date: Fiscal Year 2010-2011
Application Completed by: Joan E. Kronebusch

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

Familiarization Tours -

Billings CVB will work with MTOT and other tourism regions or entities to host fam tours. This project is important to our mission because it is the combining of budgets and resources to promote our region and state. Should the opportunity arise to partner with other businesses, all rules and regulations will be adhered to.

We have received preliminary approval on Fams. Below you will see our budgets.

Develop Objectives

1. Book 8 city wide conventions or meetings.
2. Generate 11,000 room nights for the city of Billings.
3. Increase unique visitors by a minimum 2% resulting in 175,000 unique visitors in FY 10-11.

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

These projects enhance all four priorities in the marketing plan.

*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.

Goal 10; Action 10.1 - Recognize MTOT as team captain to communicate/coordinate with partners.

*Detail pages attached **Yes***

Billings CVB Project Budget

Publicity

	State Tourism Funds	Other Funds	Total
Familiarization Tours	\$5860	\$8500	\$14360
TOTAL	\$5860	\$8500	\$14360

International Fam – February 16-20, 2011 RMI Post Fam (in conjunction with MTOT)

Meals - \$700

Shipping - \$400 (RMI materials and Billings/Custer Country materials shipped to home address of tour operators)

Room Gifts - \$250 (Trailhead Chocolates and logoed backpacks)

Private Funds - \$500

Lodging Tax Total: \$1,350.00

The Billings CVB partnered with Custer Country and MTOT to host seven international tour operators throughout our region for 5 days. A complete itinerary and participant list will be attached to completion reports.

Meeting Planner Fam – April 9-11, 2011 National/Regional Meeting Planner Fam

Rooms - \$1350

Airfare - \$1500

Parking - \$10

Meals - \$150

Transportation (Bus) - \$1500

Private Funds - \$8000

Lodging Tax Total: \$4,510.00

The Billings CVB/TBID and Yellowstone County Lodging Association are partnering to host 15 regional and national meeting planners. These individuals have been qualified and have expressed interest in utilizing Billings as a location for potential meeting/convention events. This is a combination of State and private funds. The Billings community, our tourism partners and Custer Country will be represented at opening and closing receptions. Complete list of participants and an itinerary will be attached to completion reports.