

## **Approved Audits/Applications Committee 11/30/09**

**ORGANIZATION NAME:** Bozeman Convention and Visitor Bureau

**PROJECT NAME:** Sundance Film Festival 2010

**APPLICATION COMPLETED BY:** Cynthia Andrus

**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.**

In FY09 the Bozeman Convention and Visitor Bureau, in partnership with the Montana Film Office and filmthewest.com attended the Sundance Film Festival in Park City, Utah. Together the Bozeman CVB and the Montana Film Office worked with the festival organizers to promote a special event at the festival. The festival distributed 500 invitations directly to filmmakers, producers and actors. The reception took place on Monday, January 19, 2008 at the Phoenix Gallery on Main Street in downtown Park City and was attended over 150 people. The event was a collaboration of the film offices of Montana, Wyoming and Idaho along with the Bozeman CVB. This event also complimented our efforts (full page ad with the Montana Film Office) in the Sundance Film Festival Catalog.

As we continue to promote Bozeman as a premier motion picture filming destination in Southwest Montana, the Bozeman CVB is requesting funding to partner with the **Montana Film Office** in again attending a the Sundance Film Festival in FY10. This year the Bozeman CVB and the Montana Film Office will participate in a new partnership with Moving Pictures Magazine. We will have the opportunity to have a booth in the Moving Pictures Magazine studio/lounge on Main Street in Park City for six days (January 21-26). The items in the booth will consist of Bozeman and Montana information about filming in our locations. The Moving Pictures Lounge will be open from 10 am- 6pm to directors, producers, celebrities, film crew but NOT the general public. Because of the relationships between Moving Pictures Magazine and the Montana Film Commissioner we will be the only state partner and possibly the only partner to take advantage of this opportunity. The studio/lounge will also be available before and after hours for our use to schedule meetings with various film industry professionals as needed.

On Sunday, January 24, we will host a reception with Moving Pictures Magazine for 150 producers and directors. These will be a combination of Independent producers and directors attending Sundance that have attend our event or an events at Moving Pictures in the past, as well as past invitees that have not been able to attend. During this event Los Angeles based Country recording artist Stephanie Quayle has been invited to perform. Stephanie is a native of Bozeman and was one of the groundbreaking artists at HATCHfest this year. She was also a featured speaker at Maria Shriver's Women's Conference this fall. This will be our opportunity to meet individually with producers and directors to talk about all of the filming opportunities and amenities we have to offer in Bozeman and Montana.

In FY09, we participated in three filmmaker programs and we will continue co-hosting two of these programs. The first is a program to co-host the Incentive Office. Only states with incentive programs were allowed to host this office, informing directors/producers of

their state incentive program. We were one of nine states (California, Florida, Illinois, Louisiana, Montana, New Mexico, Oklahoma, Oregon and Washington) to offer incentive programs. In addition we will help host the Sundance Filmmakers Lodge. This was an opportunity for nonprofit organizations to educate attending filmmakers about their organization/ state, etc.

#### **GOALS:**

- + To promote Bozeman as a premier motion picture filming destination in Southwest Montana
- + Work to promote Bozeman as one of Montana's premier filming locations and develop partnerships with the state, other regions and CVBs and private businesses in an effort to leverage funds

#### **OBJECTIVES:**

- + Maintain the amount of revenue brought into the Bozeman community through film production as measured by FY09 numbers
- + Meet with a minimum of 75 directors/producers at a film festival

#### **Identify the portions of your marketing plan that support this project.**

- + Increase four-season tourism revenue in Bozeman. This marketing effort focuses on attracting high-value low impact visitors as defined by the Montana Tourism and Recreation Strategic Plan, including the geotraveler, who appreciates the products and services that Bozeman offers
- + Showcase Bozeman's location to one of our state's natural wonders, Yellowstone National Park. Promote Bozeman as a "homebase" while planning day trips into Yellowstone and other points of interest around the area
- + Build and maintain a consistent image of Bozeman as southwest Montana's premier vacation destination through all marketing efforts. This includes the implementation of the Montana brand, the Geotourism Charter and cooperative efforts with other regions, CVBs and private businesses to leverage funds
- + Educate production companies about the state's incentive film opportunity and the variety of locations available for filming in the Bozeman area
- + Inform production companies about the variety of services available in the community from accommodations and dry cleaners to hardware stores and office equipment
- + Increase the number of productions either by utilizing locations within the Bozeman area or equipment/services from the Bozeman community

**Does this project support the Strategic Plan? Yes**

**Goal 1: Increase four-season tourism revenues statewide through the effective marketing and promotions, focusing on the high-value, low-impact visitors. (Page 49)**

Action 1.1 Implement highly targeted consumer advertising and promotion campaigns, based on strategic marketing plans, and track/report results.

“Coordinate highly effective promotion efforts among state, regional, local and private partners to maximize reach to specific target and niche markets...” This will be accomplish particularly through:

- 1.1.a Expand public-private marketing partnerships with tourism businesses and attractions
- 1.1.b Continue winter marketing
- 1.1.d Continue marketing to international visitors
- 1.1.e Enhance tracking and reporting of results and return on investment (ROI) from state, regional and CVB advertising efforts (Page 50)

Action 1.2 Promote Montana to targeted groups and events, emphasizing off-peak season

- 1.2.a Amplify targeted sales and marketing to attract groups, meetings, and conferences to Montana
- 1.2.c Continue to promote Montana as a film location (Page 51)

Action 1.3 Work collaboratively with other tourism-marketing partners to plan and implement priority marketing efforts.

“By partners working together to plan strategically and leverage resources, Montana can maximize its effectiveness.” (Page 52)

**Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets. (Page 63)**

Action 5.1 Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

**Detail pages attached? Yes**

**Budget page must be attached for approval.**

FY10 Project: Tradeshow Budget

<b>Professional Services</b>	<b>State Funds</b>	<b>Other Funds</b>	<b>Total</b>
<b>Film Festival</b>	<b>\$5345</b>		<b>\$5345</b>
<b>Lodging</b>		<b>\$950</b>	<b>\$950</b>
<b>Travel</b>	<b>\$400</b>		<b>\$400</b>
<b>Meals</b>	<b>\$270</b>		<b>\$270</b>
<b>Misc</b>	<b>\$50</b>		<b>\$50</b>
<b>TOTAL</b>	<b>\$7015</b>		<b>\$7015</b>