

Organization Name__CUSTER COUNTRY

Approved Audits/Applications
Committee 3/16/09

Project Name__U.S. Cavalry School FAM__

Application Completed by__JIM SCHAEFER_____

Approval Requested

Final

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.

Familiarization tours have proven to be valuable tools for generating publicity about the events and places in Custer Country. The return on investment is usually substantial, especially if articles can be placed in major magazines or newspapers. The U.S. Cavalry School is taught by active-duty Army personnel and culminates in participation in the Little Bighorn Reenactment held each year on a site of the original battle. Mark Bedor, the experienced journalist who will be participating has said he feels this is “the story of a lifetime.” The school begins with basic horsemanship and includes every aspect of cavalry life, including military cavalry formations and commands, packing gear on horses and wagons, rifle, pistol and cavalry sword training. The FAM will take place Jun 20-29, 2009

Objectives
Include the objectives from the narrative portion of your marketing plan that support this project. The objectives of this FAM are:

- 1. Gain placement of articles in publications not only of general interest, but also those dealing with western and military history, horsemanship, and adventure.**
- 2. Increase awareness of the separate reenactments of Custer’s Last Stand that are staged by the Hardin Chamber of Commerce and the Realbird Brothers.**

Refer to the portions of your marketing plan, which support this project. This FAM will address several objectives from our 2009 Marketing Plan.

- 1. To inform and educate travelers both in-state and out-of-state, about the attractions, events and recreational experiences available to them in Custer Country.**
- 4. To promote events and communities through PR and consumer advertising efforts and through hosting press tours that include not only the major cities in Custer Country, but also the smaller communities and events. We also promote these communities through the calendar of events in our Custer Country Guide and on our website, which is being constantly updated.**
- 5. To educate the general public, including those who live in Custer Country, about the structure and importance of tourism regions in Montana, and the economic impact tourism and recreation have on the state.**
- 8. To promote the historical significance of the region, especially the history and legend of George Custer and the U.S. 7th Cavalry and the Clark on the Yellowstone Trail.**
- 9. To encourage Custer Country visitors to visit the smaller towns and participate in the local events of these smaller towns that they haven’t been to before.**
- 10. To encourage travelers to increase their total time in Custer Country, thereby creating a greater economic impact on the region.**

How does this project support the Strategic Plan?

❖ **Goal 4: Enhance and preserve Montana’s culture and history (historic sites, museum, art, music, etc.)**

4.1a- Use historic/cultural attractions as venues for conferences, events and seminars.

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

5.1c- Encourage use of Made/Grown in MT products by restaurants, markets, retailers, etc.

5.2a- Distribute assistance information via tourism meetings, web sited, newsletters, etc.

You may put additional information on the back if necessary.

Detail pages attached Yes

Budget page is attached for approval.

**CUSTER COUNTRY
U.S. CAVALRY SCHOOL FAM**

	State Tourism Funds	Other Funds	Total
PROFESSIONAL SERVICES:			
SCHOOL TUITION	\$2,500 +	\$0 =	\$2,500
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
TOTAL	\$2,500	\$0	\$2,500

MARKETING/ADVERTISING:			
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
TOTAL	\$0	\$0	\$0

TRAVEL:			
Mileage	\$250 +	\$0 =	\$250
	\$0 +	\$0 =	\$0
	\$0 +	\$0 =	\$0
.	+	\$0 =	\$0
Admission fees	\$60 +	\$0 =	\$60
Lodging	\$300 +	\$0 =	\$300
TOTAL	\$610	\$0	\$610

OTHER:			
Incidental expenses:	\$0	+	\$0 = \$0
water, snacks, shower fees,	\$200	+	\$0 = \$200
	\$0	+	\$0 = \$0
	\$0	+	\$0 = \$0
TOTAL	\$200		\$0 = \$200

REGION/CVB	PROJECT	\$3,310	+	\$0	=	\$3,310
TOTAL						

PARTICIPANTS:

Mark Bedor, **writing for/pitching to:** *American Cowboy "Hands on Western Experiences," "Cowboys & Indians "Open Range" stories, America's Horse and Trail, Western Horseman, Big Sky Journal, Persimmon Hill*
 1906 Mill Rd
 S. Pasadena, CA 91030
markbedor@mindspring.com
 (626) 403-1316

This will be a self-guided FAM, since the school involves total immersion in cavalry life. Custer Country Executive Director will be participating in the role of documenting Mark's activities in the school and the reenactment.