

Application for projects over \$500 Approved Audits/Apps committee

Organization Name CUSTER COUNTRY 8/27/08

Project Name Northwest Sportshow-Minneapolis

Application Completed by JIM SCHAEFER

Application Date August 21, 2008

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.

Our trade show line item was given preliminary approval on June 4, 2008 and we are asking final approval to attend the Northwest Sportshow in Minneapolis, MN from March 12 to March 15, 2009. The show averaged 40,000+ visitors per year in the last 5 years. Due to unstable gasoline prices, we are concentrating on markets within 1 or 2 days driving distance from Custer Country. The Minneapolis area fits that criterium precisely. The show draws from the areas of MN, SD, ND and WI, which are all consistently in our top ten states for both inquiries and visitors. The booth cost is reasonable and transportation to the show is easy to obtain. Our plan is to send the Executive Director, one board member and an employee of MT Fish, Wildlife and Parks. In the past, we have found that having an FWP employee has added an official aspect to our presence and questions about fishing and hunting are accurately answered. By having a total of 3 people man the booth, we can be sure to have two in the booth at all times, while allowing a rotating rest period during the show to avoid "burn out." I have included mileage and airfare in the budget because my plan is to use my personal vehicle for transportation, but I am allowing airfare in case one attendee has a less-flexible schedule.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- 1. Increase Bed Tax Collections in the region by 5%.**
- 5. Extend length of stay by visitors to Custer Country to the state average of 4.78 nights.**

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

Our purpose at consumer travel shows is to attempt to overcome some of the weaknesses that are outlined in our marketing plan by highlighting the major attractions of the region such as Little Big Horn Battlefield and the city of Billings, while using those events as a segue to the lesser-known events, including the Miles City Bucking Horse Sale, Crow Fair and the Evelyn Cameron Museum.

How does this project support the Strategic Plan?

- ❖ **Goal 1.1.-Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.**

1.1c- Attend consumer travel shows targeting high value, low impact visitors.

- ❖ **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.

You may put additional information on the back if necessary.

Detail pages attached Yes

Budget page must be attached for approval.

**CUSTER COUNTRY
2009 NORTHWEST SPORTSHOW**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Booth Rent	\$900	+	\$0	=	\$900
Booth supplies (Chairs, tables, etc.)	\$200	+	\$0	=	\$200
Drayage	\$500	+	\$0	=	\$500
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$1,600		\$0		\$1,600

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

TRAVEL:					
Mileage	\$775	+	\$0	=	\$775
Air fare	\$1,000	+	\$0	=	\$1,000
Per Diem (6daysX3 Persons)	\$700	+	\$0	=	\$700
Hotel 3 rooms X 5 days X \$150	\$2,250	+	\$0	=	\$2,250
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$4,725		\$0		\$4,725

OTHER:					
Freight	\$500	+	\$0	=	\$500
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$500		\$0		\$500

REGION/CVB PROJECT TOTAL	\$6,825	+	\$0	=	\$6,825
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