

Approved Audits/Applications Committee 11/19/09

CUSTER COUNTRY, INC

P.O. Box 904

Forsyth, MT 59327

406-346-1876

Custer@rangeweb.net

www.CusterCountry.com

**APPLICATION FOR REGIONAL
COOPERATIVE MARKETING FUNDS (Revised September 2009)**

Please Type:

Organization Name-Artwalk Downtown Billings

Telephone-406-259-6563

Mailing Address-122 Avenue D

City-Billings Zip-59101

Project Supervisor-Sally McIntosh

Telephone- 406-259-6563

Address-122 Avenue D

City-Billings Zip-59101

Email address for person responsible for the application-mcintoshart@imt.net

Project Title_Artwalk Downtown Billings

Total Budget for Project (taken from attached detailed budget on page 3) \$4939.00

Percentage of Cooperative Funds requested_50%

Dollar Amount of Cooperative Funds requested \$_2469.50

Proposed starting and ending dates of the project (maximum 1 year):

(Allow sufficient time for a realistic evaluation)

From:_12/04/09

To:_11/01/10

Funding Sources:

- | | |
|--|-----------|
| A. Custer Country Funds (must agree with page 3, 1st column total) | \$2469.50 |
| B. Memberships | \$ _____ |
| C. Advertising Revenue | \$ _____ |
| D. Cash on Hand to provide the "match" | \$2469.50 |
| E. Other (please list) (In-kind not eligible) | \$ _____ |
| 1. _____ | \$ _____ |
| 2. _____ | \$ _____ |
| 3. _____ | \$ _____ |

TOTAL (should equal total project budget and page 3, third column total).....\$4939.00

EXPLANATION OF PROJECT

- 1. Please provide a narrative description of this project -- concise, clear, and complete. Provide information so that all who review can readily envision the project. It must be clear what the costs on page 3 are for. Include, for example, on print projects, the number to be printed, size, folds, paper stock, etc.; for billboards, the traffic count on highway involved, etc. (See Guidelines, page 9.)

The Cooperative Marketing funds we are seeking in this application will assist the Artwalk in a state-wide and regional marketing/advertising campaign in 2009-2010. Artwalk dates will be 12/4/09, 2/5/10, 5/7/10, 8/6/10 and 10/1/10 and our ads will run during the month preceding the event. Our ad inserts will occur in the following newspapers and listings:

Billings Gazette-4 ads/Artwalk @\$288.00x5times=\$1440.00

Welcome Visitors Guide-\$70.00x5times-\$350.00

Montana Arts & Culture Magazine-bimonthly 1X4ad \$125.00x3times=\$375.00

Lively Times-1/16 pg ad @\$93.50x5=\$465.00

Listing on Greater Billings Map 2010 and a website link from Billingsguide.com=\$410.00

Downtown Billings Assoc Directory in Gazette-\$510.00

SDAP(Statewide Display Ad Program) 2x2”inch ad in 52 Montana newspaper@\$360.00x2=\$720.00

5 sets of 660 Artwalk maps (self-guided tours of Artwalks)@\$134.00x5=\$670.00

Total: \$4940.00

The goal of this campaign is to keep our local community support with inserts in our local newspapers

but to extend our marketing to a broader, regional area.

- 2. Please provide a description of the anticipated economic benefit of this project -- increased visitation, increased length of stay, how appeal of region will be increased.

Artwalk Downtown Billings not only benefits participating galleries and artists but downtown establishments ie., hotels, motels, restaurants, bars, taxis, and buses profit with the increased traffic. Participating members of the Artwalk benefit from the cooperative nature of the group: sharing costs of staff, advertising and marketing dollars go farther and the consequential higher visibility that the publicity brings. Artists benefit from the gallery receptions and increased exposure to the public and from sales generated from the exhibitions. Emerging artists are given increased opportunities for exhibits in Billings from the Artwalk and that helps jump start many young careers. Artwalk Downtown Billings will be 16 years old in 2010 and we continue to look at ways to help it grow.

- 3. Please identify your target market for this project. Does this reach travelers outside of your immediate area and/or those already visiting in your area?

Our target market is to continue strong local coverage of our event but to increase coverage statewide In both local newspapers and statewide arts publications.

- 4. How will you evaluate the success of this project? **Keep in mind that you must submit your evaluation on this basis at the ending date of your project, so be realistic and specific.** (See Guidelines, page 8.)

Artwalk will continue to gauge attendance and sales records at the participating galleries with evaluation forms at the conclusion of each of the 5 Artwalks. Artwalk maps will continue to ask attendees information about their Artwalk experiences, where they come from and use that data in evaluating the

success of the event. We will strengthen our relationships with resources in our community ie., Billings Cultural Partners, Billings Chamber of Commerce, Art Without Boundaries, and the Billings Public Schools that can help advise us on our impact.

COOPERATIVE MARKETING PROJECT BUDGET
(Administrative Expenses - Not eligible within Cooperative Marketing Project)

	CUSTER COUNTRY	APPLICANT	TOTAL COST
1. Print Advertising (Brochures, Rack Cards, maps, etc)	\$2134.50	\$2134.50	\$4269.00
2. Television Advertising	_____	_____	_____
3. Radio Advertising	_____	_____	_____
4. Travel Promotion Literature			
A. Printing (All printing over \$1999.00 requires 3 bids)	\$335.00	\$335.00	\$670.00
B. Layout (If not included in printing bid)	_____	_____	_____
C. Design (If not included in printing bid)	_____	_____	_____
D. Distribution	_____	_____	_____
E. Freight	_____	_____	_____
5. Billboards	_____	_____	_____
6. Professional Services	_____	_____	_____
7. Travel Shows	_____	_____	_____
8. Other (please specify)	_____	_____	_____
TOTAL	\$2469.50	\$2469.50	\$4939.00