

TOTAL (should equal total project budget and page 3, third column total.....\$ 2,515.00

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.)

Since 1964, the Hardin Chamber of Commerce, and the Custer's Last Stand Reenactment Have been hosting the annual Custer's Last Stand Reenactment portraying the history Of George Armstrong Custer, Sitting Bull, and the Battle of the Little Big Horn. It was originally started in 1964 to promote the Montana Territory Centennial. 2010 marks the 134th Anniversary of the significant battle.

Each year, brochures are printed and distributed to tourists. These brochures include The brochures include information regarding the history and what the Reenactment portrays. The brochures are printed & distrinuted with the help fron Cooperative Market funds through Custer Country. ArtCraft Printer was low bidder for 2010. Each bidder received the same specks for the re-print of the brochures.

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.

June 23 through 27th 2010 Little Big Horn Days will be celebrated in Hardin. There is a variety of events and activities for the tourists to see. The 1876 Grand Ball, were you can be a participant in period dress or an observer. We also have a street dance, bed races, Quilt shows, art/craft fair, parade many of the restruants have special menu plans for tourists. These events allow the tourists time to shop around the town, to spend more time in our area, possibly an overnight stay in one of our motels. This all creates revenue for our local economy. Also the Little Big Horn Battlefield and Museum is just 16 miles down the road. Each year an estimated 4,000 - 5,000 attend the Custer's Last Stand Reenactment. We expect an increase for 2010, because of a new distribution plan.

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?

In 2009 aproximemtly 600 Brochures were sent in tourism packets to those requesting them. Brochures were placed in all businesses & museums locally to be distributed to tourists and locals. Many foreign countries received brochures . Tourists poputlated areas in North Dakota, Wyoming, Colorado, Idaho , south Dakota and Montana were some of the places the brochures were distributed.

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.)

The main purpose of Custer's Last Stand (2010) brochures is for advertising. This will increase the awareness of the Reenactment and in turn promote revenue to the Hardin businesses.

By comparing the attendance of the previous years we will be able to evaluate the increase in attendance. We will also have volunteers on hand to are well versed on our historic area, who will mingle among the tourists for a simple survey of whether the Brochures were helpful or not. We will then compile the information in a report. Car count will also be compiled and compared against the previous years.

(Administrative Expenses - Not eligible within Cooperative Marketing Project)

	CUSTER COUNTRY	APPLICANT	TOTAL COST
1. Print Advertising(Brochures, Rack Cards, maps, etc)	_____	_____	_____
2. Television Advertising	_____	_____	_____
3. Radio Advertising	_____	_____	_____
4. Travel Promotion Literature			
A. Printing (All printing over \$1999.00 requires 3 bids)	<u>\$794.00</u>	<u>\$794.00</u>	<u>\$1,288.00</u>
Layout (If not included in printing bid)			
B. Layout (If not included in printing bid)	_____	_____	_____
C. Design (If not included in printing bid)	_____	_____	_____
D. Distribution	_____	_____	_____
E . Freight	_____	_____	_____
5. Billboards	<u>\$464</u>	<u>\$463</u>	<u>\$927.00</u>
6. Professional Services	_____	_____	_____
7. Travel Shows	_____	_____	_____
8. Other (please specify) (Postage for Brochures)	<u>\$150.00</u>	<u>\$150.00</u>	<u>\$300.00</u>
TOTAL	<u>\$1,258.00</u>	<u>\$1,257.00</u>	<u>\$2,515.00</u>