

Approved Audits/Applications Committee 12/15/09

CUSTER COUNTRY, INC

P.O. Box 904
Forsyth, MT 59327
346-1876

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

Please Type:

Organization Name Makoshika Dinosuar Museum Telephone 406-377-1637

Mailing Address 111 W. Bell Street City Glendive Zip 59330

Project Supervisor Steve Bury Telephone 406-377-7977

Address 101 N. Merrill Ave. City Glendive Zip 59330

Email address for person responsible for the application makoshika@hotmail.com

Project Title T.O.D.S. for Makoshika Dinosaur Museum

Total Budget for Project (taken from attached detailed budget on page 3) \$ 3846.00

Percentage of Cooperative Funds requested 50 %

Dollar Amount of Cooperative Funds requested \$ 1923.00

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

(Must be after final approval from Travel Montana)

From: 9-16-09

To: 9-30-2011

Funding Sources:

A. Custer Country Funds (must agree with page 3, 1st column total) \$ 1923.00

B. Memberships \$ _____

C. Advertising Revenue \$ _____

D. Cash on Hand to provide the "match" \$ 1923.00

E. Other (please list) (In-kind not eligible) \$ _____

1. _____ \$ _____

TOTAL (should equal total project budget and page 3, third column total).....\$ 3846.00

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.)

T.O.D.S. (Tourist Oriented Directional Signs)- are smaller blue signs used on highways for direction and information by the public and have been mentioned in Travel Montana's five year strategic plan as useable tool.

Each sign has a blue background and white lettering and logo and costs \$250.00- Three signs are \$750.00. A 24- month lease that includes permits and maintenance is \$1548.00 a year for 3 signs. The lease for 2 years is \$3096.00.

Three signs would be placed giving directions to the Makoshika Dinosaur Museum. One sign will be approximately 1 mile north of 1-94 junction on Hwy 16 to capture the international Canadian Traveler. Sign #2 will be located near the junction of Hwy 200 S. and W. Towne Street as the visitor heads into town. Sign #3 would be on W. Towne Street within one mile of the museum with a directional arrow . Since the company designated is by contractual agreement through the Department of Transportation, requesting three bids was not an option. This is for a 3 year contract.

The T.O.D.S will have a blue background with a white Montana Dinosaur Trail logo. In 6" letters,"Makoshika Dino" Only 14 letters/spaces are allowed.

The bid includes the cost of the permit. Small adjustments of location could be needed based on federal and state law requirements. All maintenance is done by the company. There are 3,026 vehicles that travel through Dawson County each day in 2008. This averages to be 1,104,490 for the year.

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.

Makoshika Dinosaur Museum has one area lacking regarding bringing traffic to the museum and that is road signage. There has been nearly a 30% drop in visitation this year due to the opening of the new Dinosaur Creation museum. Makoshika Dinosaur Museum feels that if more visitors are aware of the dinosaur museum downtown that it would provide the geo-traveler more options and variety in visiting the local area. As of now, Makoshika Dinosaur Museum does not have any billboard signage to support its location. In visiting the downtown area, this would bring the tourist to shop and enjoy more of the town's stores and other unique sites. In August it was reported that the newly opened Creation Museum has had 5,000 visitors. We have had only over 1,200 in same amount of time.

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?

The TODS would definitely bring more outside visitors to the Makoshika Dinosaur Museum. Highway 16 is a main road that brings in the Canadian traveler. The other sign on Hwy 200 would allow more geo-travelers to that area for visitation. The closest sign assures that they are getting to their destination correctly. These signs are close enough in the area of the Makoshika Dinosaur Museum that it would provide a constant reminder to the local residents to visit a wonderful resource that they have in their town.

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.)

Makoshika Dinosaur Museum currently keeps a record of all visitations of its museum visitors and gives monthly reports to Montana Office of Tourism. The increase of the numbers and adding the question when entering the museum, "How did you find the Makoshika Dinosaur Museum?" would accurately bring into focus the success of the TODS project with their answer.

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)	_____	_____
2.	Television Advertising	_____	_____
3.	Radio Advertising	_____	_____
4.	Travel Promotion Literature		
	A. Printing (All printing over \$1999.00 requires 3 bids)	_____	_____
	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.	T.O.D.S. signs (3)	_375.00_	_375.00_ _750.00_
8.	2 year lease agreement (required)	_1548.00_	_1548.00_ _3096.00_
TOTAL		\$ _1923.00_	\$ _1923.00_ \$ _3846.00