

Approved Audits/Applications Committee 12/7/09

Organization Name CUSTER COUNTRY

Project Name Denver Sportsmen's Exposition

Application Completed by JIM SCHAEFER

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.

The Denver International Sportsmen's Exposition will be held January 7-10. We have not attended any events in Denver previously and feel that this is a good area for us to prospect for business due to the close proximity of Colorado and the ease of traveling to Custer Country from Denver. There are several flights to Denver from Billings and we will exploit that during our presentations. Russell Country and Missouri River representatives will also have booths at this event and we hope to have them next to each other to present a more visible presence.

Objectives

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

- 1. Maintain bed tax collections at fiscal '09 levels.**
- 2. Increase traffic on our website by 10%.**
- 3. Increase inquiries to our website by 5%.**
- 8. Increase the use of recreational areas such as Bighorn Canyon National Recreation Area and our State Parks by 5%.**

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

The following are some of the goals outlined in our 2010 marketing plan that support our participation in this travel show.

- 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.**
- 8. To promote the historical significance of the region, especially the history and legend of George Custer and the U.S. 7th Cavalry, the Warrior Trail, the Montana Dinosaur Trail and the Clark on the Yellowstone Trail.**
- 14. Create and distribute regionalized maps and signs to aid travelers in finding the attractions and sites in Custer Country.**
- 16. To make visitors more aware of the recreational opportunities available in Custer Country, including fishing and other water recreation, wildlife watching, photography and sight-seeing in places like the Pryor Mountains wild horse preserve and Bighorn Canyon National Recreation Area. In addition, we want to introduce visitors to the amenities offered at our hotels, motels, B&Bs and restaurants.**
- 17. Encourage low-impact, high-value travelers to visit Custer Country and encourage businesses in the region to practice "green" technology and practices whenever possible.**

How does this project support the Strategic Plan?

- ❖ **Goa1.1.-Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.**

1.1a- Expand partnerships with tourism businesses/attractions as co-op partners.

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

Detail pages attached Yes

Budget page is attached for approval.

**Custer Country
Denver International Sportsmen's Exposition**

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Exhibit Space cost	\$1250	+	\$0	=	\$1250
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$1250		\$0		\$1250

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

TRAVEL:					
Air Fare	\$300	+	\$0	=	\$300
Mileage	\$110	+	\$0	=	\$110
Meals	\$216	+	\$0	=	\$216
Hotel	\$550	+	\$0	=	\$550
Super Shuttle(Transportation to and from hotel/airport)	\$40	+	\$0	=	\$40
	\$0	+	\$0	=	\$0
TOTAL	\$1216		\$0		\$1216

OTHER:					
Freight and Drayage	\$1300	+	\$0	=	\$1300
Misc. booth supplies (chairs, tables, etc.)	\$50	+	\$0	=	\$50
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$1350		\$0		\$1350

REGION/CVB	PROJECT				
TOTAL		\$3816	+	\$0	= \$3816