



**CUSTER COUNTRY**  
**FISCAL 2010**  
**MARKETING PLAN**

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## **Marketing Plan Narrative.**

**PURPOSE:** The purpose of the 2010 Custer Country Marketing Plan is to outline our plans to publicize, promote and enhance tourism in our region. And, in keeping with the bylaws of Custer Country Montana, Inc., we will continue to promote economic development through tourism.

### **STRENGTHS AND CHALLENGES:**

#### **Strengths:**

1. A changing landscape that includes rolling prairies, high plains, mountain ranges, rivers, lakes and reservoirs.
2. Countless recreational opportunities, including fishing, hunting, biking, RVing, motorcycling, hiking, birding and photography.
3. An abundance of wildlife species including deer, antelope, elk, coyotes, prairie dogs, rabbits and hundreds of species of birds.
4. Both low-cost and high-end lodging facilities that include small motels, B&Bs, ranch experiences and four-star hotels.
5. Historical and cultural opportunities such as The Little Bighorn Battlefield National Monument, ZooMontana, the Warrior Trail and the Southeast Montana Birding Trail. Those interested in Custer's legacy, Native American history and the opening of the West will find endless opportunities in Custer Country.
6. Custer Country's citizens are also a valuable asset. Whether from a small town like Ekalaka or Montana's largest city, Billings, Custer Country's residents are open and willing to share the history and heritage of their communities.
7. The Montana Dinosaur Trail includes three destinations in Custer Country. The area is also a hot-bed of paleontological research, yielding new discoveries every year. The popularity of paleontology bodes well for those who can offer fossil digs and educational programs.
8. Custer Country's roads offer visitors many options for enjoying the region. Interstates 94 and 90 traverse the region, but there are many well-maintained two-lane roads such as Highway 212 that offers a direct route to the Little Bighorn Battlefield from Mt. Rushmore and Highway 12 from Baker to cities including Miles City, Forsyth and Roundup.
9. Great public/private partnerships in consumer advertising and promotions such as the Custer Country Loop Tour project and TypeRider.

10. A strong, dynamic website and media presence on [www.CusterCountry.com](http://www.CusterCountry.com) and an innovative marketing firm which is constantly on the lookout for new marketing opportunities, both online and in print.
11. Our rivers and reservoirs offer Blue Ribbon trout fishing and other recreation.
12. Pompeys Pillar and Clark on the Yellowstone.

**Challenges:**

1. A lack of tourists' knowledge about "the other Montana."
2. Lack of organized winter recreational opportunities. To many, winter in Montana is synonymous with skiing and snowmobiling. Custer Country has no ski hills or groomed trails for snowmobiling, although cross-country skiing is available in parts of the Custer National Forest on an irregular basis.
3. Lack of public transportation. There are only three cities in Custer Country with air service and one of them, Miles City, connects through Denver, making air travel to Billings time-consuming. In addition, deboardings in Billings have declined by as much as 22% due to the current economic downturn. Bus service is inconvenient in the region, with no connecting routes from the north or south to the east-west I-94 route. No passenger trains run through Custer Country, although a feasibility study for a southern Montana route has been authorized by the U.S. Congress.
4. Lack of camping sites and lodging in some smaller communities. Some towns such as Plevna and Hysham have no lodging facilities, and other communities that do are not doing an adequate job of publicizing their existence.
5. Distances between, and varying access to, rest areas. While Custer Country is pleased to have two year-round rest areas in Wibaux and Broadus, others are not open all year, thereby extending the distances between them for travelers, especially in the shoulder and winter seasons.
6. Lack of community awareness of tourism's positive impact. Some communities in Custer Country are not yet convinced that tourists, including hunters, can have a significant impact on their economic success.
7. Shrinking access to public lands due to private ownership and subsequent closure of rights-of-way through those private lands to adjacent state and federal tracts.
8. Confusion on the part of some between Custer Country and Custer State Park in South Dakota.

## GOALS

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.
2. To provide economic benefit from tourism to the cities, towns, businesses and non-profit agencies in Custer Country and Montana. This will include aiding in the creation of more and better-paying jobs in tourism through increased tourism.
3. To assist towns, cities, museums, event organizers and those involved in tourism-related events in promoting, growing and organizing events that will draw more visitors. This will include cooperative marketing programs, grants and directions on how to apply for grants from other organizations if the event or program does not qualify for assistance from Travel Montana sources.
4. To promote events and communities, through PR and consumer advertising efforts and hosting press tours which include not only the major cities in Custer Country, but also the smaller communities and events. We also promote these communities through the calendar of events in our Custer Country Guide and on our website, which is being constantly updated.
5. To educate the general public, including those who live in Custer Country, about the structure and mission of tourism regions in Montana, and the economic impact tourism and recreation have on the state.
6. To work with local and state government agencies to help improve existing tourism infrastructure and work on planning new visitor destinations and attractions within the Custer Country region. These will include advice on placement and promotion of camp sites, motels and recreational facilities and rest areas.
7. To enhance the experiences of visitors by providing training for front-line employees in Custer Country through financial support of Super Host and other programs that teach front-line personnel how to inform and serve tourists.
8. To promote the historical significance of the region, especially the history and legend of George Custer and the U.S. 7<sup>th</sup> Cavalry, the Warrior Trail, the Montana Dinosaur Trail and the Clark on the Yellowstone Trail.
9. To encourage Custer Country visitors to visit the smaller towns and participate in the local events of these smaller towns that they haven't been to before.
10. To encourage travelers to increase their total time in Custer Country, thereby creating a greater economic impact on the region.
11. To have a strong internet presence and to keep the information on it current and entertaining.
12. To work cooperatively with other CVBs and Tourism Regions, State and Federal agencies and through public/private partnerships.
13. To publish and promote the newly-created Warrior Trail through cooperation with the communities lying along the trail and the State of South Dakota, who will soon consider extending the trail into that state.
14. Create and distribute regionalized maps and signs to aid travelers in finding the attractions and sites in Custer Country.
15. Endorse and support the Travel Montana/National Geographic Tourism Charter.
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.

## **THE MARKETING PLAN’S TIES TO THE 2008-2012 STRATEGIC PLAN.**

Custer Country’s marketing plan is designed to adhere to both the spirit and the letter of the new 5-year strategic plan. Many of the elements of the Strategic Plan are included in the previously-outlined purpose and goals of Custer Country. Specifically, the provisions of the Strategic Plan we will implement are:

❖ **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.

1.1d- Continue marketing to international travelers

1.1e- Enhance tracking/reporting and ROI from state, regional, and CVB advertising.

1.2d- Target travel media to increase visibility of MT as a leisure travel destination.

1.3a- Host an annual marketing plan meeting to coordinate the marketing planning process.

1.3b- Implement the new Montana tourism brand.

1.3c- Conduct educational tourism workshops, presentations, and webinars.

1.4b- Establish criteria for officially-designated visitor information sites statewide.

1.4c- Provide advanced training for all VICs, including regional familiarization tours.

1.4d- Use technology to enhance visitor information and marketing efforts.

1.4e- Expand displays of MT destination/products at all visitor locations statewide.

❖ **Goal 2: Attain public policy and citizen support for sustainable tourism and recreation.**

❖ **Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands.**

❖ **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.

❖ **Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets.**

5.1c- Encourage use of Made/Grown in MT products by restaurants, markets, retailers, etc.

5.2a- Distribute assistance information via tourism meetings, web sites, newsletters, etc.

❖ **Goal 9: Increase funding to maintain sustainable tourism and recreation.**

9.1- Seek increases in state funding for targeted tourism marketing/programs/facilities.

9.2- Foster opportunities to pool public and private marketing dollars.

9.3- Enhance funding for region and CVB marketing efforts.

❖ **Goal 10: Build an effective “team” to implement the Strategic Plan and report results.**

10.2- Create public/private/tribal partnerships for cooperative project implementation.

10.4- Streamline reporting process of marketing plans/expenditures to TAC/TM by regions & CVBs.

## MEASURABLE OBJECTIVES:

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%.
4. Increase length-of-stay in Custer Country by .5 day.
5. Increase value of press coverage by 10%.
6. Increase traffic on the two-lane roads in Custer Country.
7. Increase the use of recreational areas such as Bighorn Canyon National Recreation Area and our State Parks by 5%.

## TARGET GEOGRAPHIC MARKETS

The geographic markets we have targeted are chosen on the basis of encouraging continued visitation from those travelers that have traditionally shown interest in visiting or re-visiting the region and from information gathered by ITRR and inquiry reports from our fulfillment agent. Past experience shows us that the states from which our inquiries are received are almost identical to the states the majority of our businesses come from. The areas targeted will be:

- The Midwestern states of California, Idaho, Illinois, Minnesota (particularly Minneapolis and St. Paul), Wisconsin, and North and South Dakota. These states consistently appear in the top ten inquiry statistics for Custer Country and are shown in ITRR studies to be the states from which the majority of visitors come (ITRR Niche news, “Comparison of 2005 & 2008 3<sup>rd</sup> Quarter Nonresident Vacationer Expenditures and Characteristics.”)
- Texas, Colorado and Wyoming (especially Cody.)
- Areas in Montana and out-of-state within two days driving-distance of Custer Country.

## TARGET DEMOGRAPHICS

The target demographics Custer Country include the geo- and eco-tourist. National Geographic and the Tourism Industry Association defines the Geo-traveler as one who “is concerned with preserving a destination’s geographic character - the entire combination of natural and human attributes that make one place distinct from another. They are interested in both the cultural and environmental concerns regarding travel as well as the local impact tourism has upon the communities and their individual economies and lifestyles.” They are interested in out-of-the-ordinary experiences that can’t be enjoyed in their own communities. The following are the groups of travelers we will target. Eco- and Geo-travelers are listed as a sub-set of Leisure Travelers because they share some of the same characteristics.

- **A. Leisure Travelers- primary 25 – 75 years old**
  1. Travel by car
  2. Average age 53
  3. Income more than \$60,000 (According to 2005 ITRR profiles, 37% earn less and 63% earn more.
  4. More than 60% have no college education.
  5. Spend an average of 4.56 nights in the state.
  6. Average group size 2.46 people.
  7. Primarily travel with family members.

### **Interests/Attractions**

- Driving for pleasure and viewing scenery
- Viewing wildlife
- Yellowstone Park

- Exploring new places
  - Relaxing, escaping routine, not rushing
  - Nature photography
  - Learning new things
  - Shopping
  - Visiting historic sites
  - Visiting friends and relatives
- **A.a Eco- and Geo-Tourists**
  1. Interested in preserving the pristine nature of Montana's landscape.
  2. Are looking for things they can't see in their own communities.
  3. Are "low-impact, high-value" travelers.
  4. Are interested in historical and cultural events and sites.
- **B. International Travelers**
  1. Younger demographics
  2. Travel in groups
  3. Reasons for coming include special events, Glacier and Yellowstone Park, Little Bighorn Battlefield National Monument and scenery.
  4. Travel mostly by air.
  5. More affluent, better educated
  6. Interests include Western history, watchable wildlife and photography
- **C. Mature Adults comprised of two subcategories; Active Empty Nesters and Mature Adults**

Active Empty nesters 50+

  1. By 2010, 1/3 of the U.S. population will be age 50+
  2. Over 30% of the nation's 78 million baby boomers are Empty Nesters.
  3. Possess a youthful outlook on life and travel ("50 is the new 30")
  4. Prefer activities such as camping, hiking, photography and wildlife viewing

Mature Adults
- **D. Business travelers**
  1. Younger demographic, 25-49, most are male
  2. Travel by air into Billings Airport
  3. Use Rental cars
  4. Stay an average of 6.2 nights, mostly in hotel or motels
  5. About 25% are on their first trip to Montana
  6. Most enjoyed scenery, visiting friends, friendly people, mountains and Glacier National Park
  7. Least enjoyed weather, roads, prices, crowds, traffic and rest areas

- 8. Reasons for coming: scenery, relatives and special events
- 9. Interests include Western history, watchable wildlife and photography
- **E. Group Tours**
  - 1. Travel with motor coach group
  - 2. Large percent are retirees
  - 3. Visit historical sites
  - 4. View wildlife
  - 5. Enjoy special events
  - 6. Enjoy photography

## **MARKETING METHODS**

Custer Country plans to expand our marketing methods to include more social media and networking. We will, however, continue with traditional marketing.

### **Print Advertising**

- Consumer ads designed and placed with selected publications to reach the Custer Country demographic and geographic markets outlined above.
- Regional and inter-regional newspapers.

### **Collateral pieces**

- ❖ Custer Country Vacation Guide
- ❖ Montana Dinosaur Trail Brochure
- ❖ Southeast Montana Birding Trail Map
- ❖ Custer Country Loop Tour maps

### **Outdoor**

- ❖ Billboards where appropriate

### **Social and electronic media**

- ❖ [www.CusterCountry.com](http://www.CusterCountry.com)
- ❖ [www.TheTypeRider.com](http://www.TheTypeRider.com)
- ❖ Custer Country e-newsletter
- ❖ Additional web pages as deemed necessary
- ❖ Facebook, You Tube, twitter and website banner ads
- ❖ I-brochure

## **Other**

- ✓ **Toll free line to call center**
- ✓ **Events promotion through Public Relations efforts and cooperative marketing.**
- ✓ **Consumer trade shows**

## Fiscal 2010 Custer Country Budget

### Marketing Support

Admin (20% max.)	74242
Opportunity (10% max)	2844
Joint Ventures	5600
TAC Meetings	3000
Cooperative Marketing	7500

**Marketing Support Total** **93186**

**SuperHost Funding** 1000 **1000**

**TypeRider** 2500 **2500**

**Loop Tour Map Reprint** 10 **10**

### CONSUMER ADVERTISING

<b>Ad Placement</b>	75000
<b>Montana Travel Planner</b>	1000
<b>Welcome!Visitors</b>	7000
<b>Consumer Ad PRODUCTION</b>	50000

**TOTAL CONSUMER ADV.** **133000**

### PUBLICATIONS

2010 CCVG Printing	\$80,000
2010 CCVG Production & Design	4999
2010 CCVG Editing	4999
Layout	4999

**PUBLICATIONS TOTAL** **\$94,997**

**E-NEWSLETTER** 7500 **7500**

**INTERNET SITE DESIGN/MAINT.** 18000 **18000**

**Will James Celebration** 3010 **3010**

### TELEMARKETING

USPS (Bulk mailings)	15000
UPS	1000
Billings Chamber(CCVG mailings)	3000
Certified Folder Distribution	4000
MARS Stout fulfillment	7000
Small Chambers(CCVG Mailings)	1000
Envelopes and Supplies	0

**FULFILLMENT & FULFILLMENT TOTAL** **31000**

**Dinosaur Trail** 1200 **1200**

### PUBLICITY

Public Relations	8500
FAMS Expense	3000

**PUBLICITY TOTAL** **11500**

**WARRIOR TRAIL** 1000 **1000**

VIC ASSISTANCE	10	10
BILLBOARDS	10	10
TRADE SHOWS	5000	5000
TOTAL EXPENSES		402923
95% OF Projected '09 collections		371213
UNCOMMITTED FUNDS ON HAND		0
ANTICIPATED '09 CARRYOVER		25000
ROLLOVER		6710
TOTAL AVAILABLE		402923

**In the event that collections are reduced by 10%, we will reduce or eliminate projects as necessary.**

**If collections increase by 10%, we will expand projects or propose new ones.**

## Application for projects over \$500

Approval Requested

Final

Preliminary

Organization Name CUSTER COUNTRY

Project Name TypeRider

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 TypeRider Project was started as a joint venture between Custer Country, Miles City CVB, Billings CVB, Travel Montana and Beartooth Harley Davidson. It's purpose is to provide opportunities for qualified writers to participate in one- and two-day trips in Custer Country as a means of experiencing the various locations and activities in the region and writing about their experiences. The articles would then be published on the TypeRider Website as well as being offered to local and national publications. The project also includes maintaining and updating the TypeRider website. The budget requested for this project is \$2,500.**

Objectives

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%.
4. Increase length-of-stay in Custer Country by .5 day.
5. Increase value of press coverage by 10%.
6. Increase traffic on the two-lane roads in Custer Country.
7. 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.

**This project addresses the following Custer Country Goals**

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. 7<sup>th</sup> Cavalry, the Warrior Trail, the Montana Dinosaur Trail and the Clark on the Yellowstone Trail.

How does this project support the Strategic Plan?

1.4d- Use technology to enhance visitor information and marketing efforts.

Detail pages attached Yes

Budget page is attached for approval.

CUSTER COUNTRY

TypeRider

		State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:						
	Brochure production	\$500	+	\$0	=	\$500
	Website update	\$750	+	\$0	=	\$750
	Printing	\$750				\$750
TOTAL		\$2000		\$0		\$2000
MARKETING/ADVERTISING:						
		\$500	+	\$0	=	\$500
TOTAL		\$500		\$0		\$500
REGION/CVB	PROJECT	\$2500	+	\$0		\$2500
TOTAL						

## Application for projects over \$500

Organization Name CUSTER COUNTRY

Project Name Loop Tour Map Reprint

Application Completed by JIM SCHAEFER

Approval Requested

Final

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.

**The Custer Country Loop Tour Map has been very successful since its inception in 2007. Originally conceived as a method of providing information to the Harley Owner's Group convention participants about day trips available in Custer Country, it has proven to be a popular item not only with motorcyclists, but also with RVers, bicyclists and in-state travelers who are interested in history, nature and one-or two-day getaways. The project also ties in nicely with the TypeRider project and it has brought together both public and private partnerships. While we are hopeful that the latest printing of the map will be sufficient to carry us through the upcoming tourist season, we wish to earmark funds in the event that a reprint might be needed sooner. The budget amount requested at this point is \$10.**

Objectives.

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%.**
4. **Increase length-of-stay in Custer Country by .5 day.**
5. **Increase value of press coverage by 10%.**
6. **Increase traffic on the two-lane roads in Custer Country.**
7. **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 strengths are emphasized by this project:**

1. **Countless recreational opportunities, including fishing, hunting, biking, RVing, motorcycling, hiking, birding and photography.**
8. **Custer Country's roads offer visitors many options for enjoying the region. Interstates 94 and 90 traverse the region, but there are many well-maintained two-lane roads such as Highway 212 that offers a direct route to the Little Bighorn Battlefield from Mt. Rushmore and Highway 12 from Baker to cities including Miles City, Forsyth and Roundup.**
9. **Great public/private partnerships in consumer advertising and promotions such as the Custer Country Loop Tour project and TypeRider.**

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.

**Detail pages attached    No**

## Application for project over \$500

Organization Name CUSTER COUNTRY

Project Name CONSUMER ADVERTISING

Application Completed by JIM SCHAEFER

### Approval Requested

Final

Preliminary –  
TV/Radio/electronic

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.

**Consumer advertising will be a vital tool for promoting Custer Country in fiscal 2010 due to its potential for reaching large numbers of travelers who are making travel decisions that will provide the types of experiences they want. By carefully choosing consumer ads that cover as many of our geographic and demographic targets as possible, we can inform the general public about what Custer Country has to offer. In addition, we will seek out partnerships with private businesses and public entities such as other regions, CVBs and Travel Montana to increase our presence in the consumer market. Our efforts will include print, radio and TV and electronic placements. Total budget request for this project is 133,000.**

### Objectives

- 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.**
- 4. To promote events and communities, through PR and consumer advertising efforts and hosting press tours which include not only the major cities in Custer Country, but also the smaller communities and events. We also promote these communities through the calendar of events in our Custer Country Guide and on our website, which is being constantly updated.**
- 8. To promote the historical significance of the region, especially the history and legend of George Custer and the U.S. 7<sup>th</sup> Cavalry, the Warrior Trail, the Montana Dinosaur Trail and the Clark on the Yellowstone Trail.**

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

**This project is directed at reaching the demographic groups outlined in our marketing plan in an effort to support all other portions of our marketing plan.**

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.

**Detail pages attached Yes Budget page is attached.**

**CUSTER COUNTRY**

**CONSUMER ADS**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
Ad Production and planning	\$50000	+	\$0	=	\$50000
<b>TOTAL</b>	\$50000		\$0		\$50000
<b>MARKETING/ADVERTISING:</b>					
Placement	\$83000	+	\$0	=	\$83000
<b>TOTAL</b>	\$83000		\$0		\$83000
<b>REGION/CVB</b>					
<b>PROJECT</b>					
<b>TOTAL</b>	\$133000	+	\$0		\$133000

**PUBLICATIONS BEING CONSIDERED FOR CONSUMER AD PLACEMENTS IN FISCAL '10**

- Good Housekeeping
- History Channel
- Midwest Living
- Discover America
- Packaged Travel Insider
- Audubon
- Nat'l Geo Traveler
- Northwest Travel Magazine
- AAA Tour Book
- AAA Home and Away
- Western Journey
- \*Birders World Magazine
- \*Travel 50
- \*Camping Life
- \*Trailer Life
- True West
- \*Field and Stream
- \*Highways
- \*Motor Home
- \*Shoot! Magazine
- Eastmans' Hunting Journal
- \*Montana Sporting Journal

\*Midwest Vacation Guide (newspaper insert)  
Cabela's Outfitter Journal  
\*American History  
\*Wild West  
\*Sunset Magazine  
\*Budget Travel  
\*Travel + Leisure  
\*Canadian Cowboy Country Magazine  
\*AARP  
\*Seattle Metropolitan  
\*Portland Monthly  
Texas Monthly  
\*Thunder Press  
\*Quick Throttle  
Montana Travel Planner  
Welcome!Visitors Guide

Approval Requested

Final

Preliminary

Organization Name CUSTER COUNTRY

Project Name PUBLICATIONS

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 Custer Country Vacation Guide has proven to be a popular and informative way to communicate the events and attractions in Custer Country. The 4-color, 132-page glossy guide contains useful information about the small and large towns in the region, including a state map, a calendar of events for the region, contact information for the other regions and CVBs in Montana and information about hunting, fishing, bird watching, day trips and other recreational activities. Representatives of Certified Folder in Montana, Wyoming and South Dakota tell us that our guides are taken from their racks more quickly than most other publications of its type. We will print a minimum of 1000,000 guides. The final number will be determined at the end of the summer season, based upon guide inventories at that time. Our total budget for the 2010 Custer Country Vacation Guide is \$94,997.**

#### Objectives

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%.
4. Increase length-of-stay in Custer Country by .5 day.

Refer to the portions of your marketing plan, which support this project. This project addresses the following strengths outlined in the marketing plan:

- 1. A changing landscape that includes rolling prairies, high plains, mountain ranges, rivers, lakes and reservoirs.**
- 2. Countless recreational opportunities, including fishing, hunting, biking, RVing, motorcycling, hiking, birding and photography.**
- 3. An abundance of wildlife species including deer, antelope, elk, coyotes, prairie dogs, rabbits and hundreds of species of birds.**
- 4. Both low-cost and high-end lodging facilities that include small motels, B&Bs, ranch experiences and four-star hotels.**
- 5. Historical opportunities such as The Little Bighorn Battlefield National Monument, ZooMontana, the Warrior Trail and the Southeast Montana**

**Birding Trail. Those interested in Custer’s legacy, Native American history and the opening of the West will find endless opportunities in Custer Country.**

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.

**Detail pages attached Yes**

**Budget page is attached for approval.**

**CUSTER COUNTRY  
2010 CUSTER  
COUNTRY VACATION  
GUIDE**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
PRINTING	80,000	+	\$0	=	80,000
EDITING	\$4999	+	\$0	=	\$4999
PRODUCTION & DESIGN	\$4999	+	\$0	=	\$4999
LAYOUT	\$4999	+	\$0	=	\$4999
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$94997</b>		<b>\$0</b>		<b>\$94997</b>
<b>REGION/CVB</b>					
<b>PROJECT</b>					
<b>TOTAL</b>	<b>\$94997</b>	<b>+</b>	<b>\$0</b>		<b>\$94997</b>

## Application for projects over \$500

Approval Requested

Final

Preliminary

Organization Name CUSTER COUNTRY

Project Name e-Newsletter

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.

**Custer Country's e-Newsletter was launched in fiscal '09 and has proven an effective tool for reaching travelers in- and out-of-state. The number of subscribers has increased since its inception and subscribers have told us they look forward to receiving it each month. Budget requested is \$7,500.**

Objectives

1. Increase inquiries to our website by 5%.
2. Increase length-of-stay in Custer Country by .5 day.

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

GOALS:

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.

Social and electronic media

- ❖ [www.CusterCountry.com](http://www.CusterCountry.com)
- ❖ [www.TheTypeRider.com](http://www.TheTypeRider.com)
- ❖ Custer Country e-newsletter
- ❖ Additional web pages as deemed necessary
- ❖ Facebook, You Tube, twitter and website banner ads
- ❖ I-brochure

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.
- ❖ 5.2a- Distribute assistance information via tourism meetings, web sited, newsletters, etc.

Detail pages attached Yes

Budget page is attached for approval.

**CUSTER COUNTRY**

**E-NEWSLETTER**

<b>State Tourism Funds</b>	<b>Other Funds</b>	<b>Total</b>
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**PROFESSIONALSERVICES:**

**Design, maintenance and updating  
of content. Distribution and  
tracking of activity.**

\$7500 + \$0 = \$7500

<b>REGION/CVB</b>	<b>PROJECT</b>			
<b>TOTAL</b>		\$7500	+	\$0 = \$7500

## Application for projects over \$500

Approval Requested

Final

Preliminary

Organization Name CUSTER COUNTRY

Project Name INTERNET SITE DESIGN AND MAINTENANCE

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.

**An ever-increasing number of travelers are now using the internet to plan their vacations. In order to take advantage of this trend it is necessary to have an innovative, up-to-date website. With ever-changing technology, close attention must be paid to what new features can be added to our website to help draw users to our site. We are requesting \$18,000 for this project.**

Objectives

1. Increase traffic on our website by 10%.
2. Increase inquiries to our website by 5%.
3. Increase length-of-stay in Custer Country by .5 day.

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

From our list of GOALS:

4. To promote events and communities, through PR and consumer advertising efforts and hosting press tours which include not only the major cities in Custer Country, but also the smaller communities and events. We also promote these communities through the calendar of events in our Custer Country Guide and on our website, which is being constantly updated.

11. To have a strong internet presence and to keep the information on it current and entertaining.

From our list of demographic groups:

- A.a Eco- and Geo-Tourists
  1. Interested in preserving the pristine nature of Montana's landscape.
  2. Are looking for things they can't see in their own communities.
  3. Are "low-impact, high-value" travelers.
  4. Are interested in historical and cultural events and sites.

How does this project support the Strategic Plan?

- ❖ Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets.

5.2a- Distribute assistance information via tourism meetings, web sites, newsletters, etc.

Detail pages attached Yes

Budget page is attached for approval.

**CUSTER COUNTRY**

**INTERNET SITE DESIGN  
AND MAINTENANCE**

State Tourism Funds	Other Funds	Total
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**PROFESSIONALSERVICES:**

Updating, tracking, repair and

Maintenance of website \$18000 + \$0 = \$18000

REGION/CVB	PROJECT			
		\$18000	+	\$0
<b>TOTAL</b>		\$18000		\$18000

## Application for projects over \$500

Approval Requested

Final

Preliminary

Organization Name CUSTER COUNTRY

Project Name WILL JAMES NATIONAL GATHER

Application Completed by JIM SCHAEFER

Please explain the need for this project as well as a clear overview of the concept of the project.

**Will James was one of the West's most prolific artists and writers. His pencil drawings were used in countless articles and on the covers of several books, including 24 novels about life in the west. He also wrote articles for major magazines and his most famous work, "Smoky, the Cow Horse," from 1924 until his death in 1942. The celebration will include activities at the Big Horn County Museum in Hardin, which recently acquired the cabin that Will James used as a studio and where he created many of his novels, articles and artwork. The cabin originally was located along East Pryor Creek in Big Horn County. The Will James Society has over 500 members around the country, and invitations will be mailed to each of them. The gathering will bring visitors from all over the country who are fans of Will James and western folklore. The four-day event, from September 17-20, 2009, will feature tours, entertainment and receptions. In addition to providing assistance with these activities, Custer Country will also assist with a billboard and publicity. The tours will include historical locations in Big Horn and Yellowstone Counties, including Crow Agency, Little Bighorn Battlefield, Pompeys Pillar and museums and art galleries in Billings. The budget for this event is \$3010.**

Objectives

1. Maintain bed tax collections at fiscal '09 levels.
4. Increase length-of-stay in Custer Country by .5 day.

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

**This project addresses one of Custer Country's strengths:**

**5. Historical and cultural opportunities such as The Little Bighorn Battlefield National Monument, Zoo Montana, the Warrior Trail and the Southeast Montana Birding Trail. Those interested in Custer's legacy, Native American history and the opening of the West will find endless opportunities in Custer Country.**

It also helps us reach our demographic groups, including;

- **A. Leisure Travelers- primary 25 – 75 years old**
  1. Travel by car
  2. Average age 53
  3. Income more than \$60,000 (According to 2005 ITRR profiles, 37% earn less and 63% earn more.
  4. More than 60% have no college education.
  5. Spend an average of 4.56 night in the state
  6. Average group size 2.46 people
  7. Primarily travel with family members.

**Interests/Attractions**

- Driving for pleasure and viewing scenery
- Viewing wildlife

- **Yellowstone Park**
- **Exploring new places**
- **Relaxing, escaping routine, not rushing**
- **Nature photography**
- **Learning new things**
- **Shopping**
- **Visiting historic sites**
- **Visiting friends and relatives**
- **A.a Eco- and Geo Tourists**
  - 1. Interested in preserving the pristine nature of Montana’s landscape.**
  - 2. Are looking for things they can’t see in their own communities.**
  - 3. Are “low-impact, high-value” travelers.**
  - 4. Are interested in historical and cultural events and sites.**

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.**
- ❖ **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.**
- ❖ **Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets.**

**Detail pages attached Yes**

CUSTER COUNTRY

**WILL JAMES NATIONAL  
GATHERING**

		State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:						
	Billboard design	\$300	+	\$0	=	\$300
<b>TOTAL</b>		<b>\$300</b>		<b>\$0</b>		<b>\$300</b>
MARKETING/ADVERTISING:						
	Billboard placement	\$1000	+	\$0	=	\$1000
<b>TOTAL</b>		<b>\$1000</b>		<b>\$0</b>		<b>\$1000</b>
TRAVEL:						
	Personal Car	\$150	+	\$0	=	\$150
OTHER:						
	Meals, catering	\$750	+	\$0	=	\$750
	Postage, UPS, FEDEX	\$310	+	\$0	=	\$310
	Equipment Rental	\$500	+	\$0	=	\$500
<b>TOTAL</b>		<b>\$1710</b>		<b>\$0</b>		<b>\$1710</b>
<b>REGION/CVB</b>	<b>PROJECT</b>					
<b>TOTAL</b>		<b>\$3010</b>	<b>+</b>	<b>\$0</b>	<b>=</b>	<b>\$3010</b>

## Application for projects over \$500

Organization Name CUSTER COUNTRY  
Project Name Telemarketing and Fulfillment  
Application Completed by JIM SCHAEFER

Approval Requested

Final

Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project.

**Telemarketing and Fulfillment have been contracted out to two companies; MARS Stout does the telemarketing through a dedicated toll-free number, emails routed to them through our website and inquiries from our consumer ads; Certified Folder distributes our guides in South Dakota, Wyoming and Montana. Additionally, we use a UPS contract agent in Hardin to distribute case lots for other requests. These methods are the most economical ways of distribution. Custer Country has a bulk mailing permit at the Missoula Post Office, which substantially reduces the cost of mailing out our Custer Country guides. We are requesting approval of \$31,000.**

Objectives

1. Increase inquiries to our website by 5%.
2. Increase length-of-stay in Custer Country by .5 day.

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

**Challenges:**

1. A lack of tourists' knowledge about "the other Montana."

### GOALS

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. 7<sup>th</sup> Cavalry, the Warrior Trail, the Montana Dinosaur Trail and the Clark on the Yellowstone Trail.
9. To encourage Custer Country visitors to visit the smaller towns and participate in the local events of these smaller towns that they haven't been to before.
10. To encourage travelers to increase their total time in Custer Country, thereby creating a greater economic impact on the region.

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.**
- ❖ **Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets.**
  - 5.2a- Distribute assistance information via tourism meetings, web sites, newsletters, etc.

**Detail pages attached Yes Budget page is attached for approval.**

**CUSTER COUNTRY**

**PROJECT NAME**

		<b>State Tourism Funds</b>		<b>Other Funds</b>		<b>Total</b>
<b>PROFESSIONALSERVICES:</b>						
Distribution Service(Certified						
Folder)						
		\$4000	+	\$0	=	\$4000
		\$7000	+	\$0	=	\$7000
		\$7000	+	\$0	=	\$7000
<b>TOTAL</b>		\$11000				\$11000
<b>OTHER:</b>						
U.S. Postal Service(Bulk mail)						
		\$15000	+	\$0	=	\$15000
UPS						
		\$1000	+	\$0	=	\$1000
Billings Chamber Postage						
		\$3000	+	\$0	=	\$3000
Small Chambers Postage						
		\$1000	+	\$0	=	\$1000
<b>TOTAL</b>		\$20000				\$20000
<b>REGION/CVB</b>	<b>PROJECT</b>					
<b>TOTAL</b>		\$31000	+	\$0	=	\$31000

Approval Requested

Final

Preliminary

## Application for projects over \$500

Organization Name CUSTER COUNTRY

Project Name DINOSAUR TRAIL BROCHURE

Application Completed by JIM SCHAEFER

Please explain the need for this project as well as a clear overview of the concept of the project.

**The Montana Dinosaur Trail has proved to be a very popular attraction to those who have an interest in paleontology. Fifteen museums, together with Travel Montana and four regions have formed a cooperative venture to publicize the facilities and the services and attractions offered, including digs and educational programs. The brochures get wide distribution in each of the 15 museums and at Chambers of Commerce, VICs, hotels, motels, travel and trade shows and other sites. The Dinosaur Trail and the brochure create traffic to our website and those of the other partners involved, as well as resulting in several press trips over the years, leading to increased publicity for the Trail. A third printing will most likely be necessary before the end of fiscal '10. We are requesting \$1200 for the project.**

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 length-of-stay in Custer Country by .5 day.**
3. **Increase value of press coverage by 10%.**

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

This project addresses one of our strengths:

**The Montana Dinosaur Trail includes three destinations in Custer Country. The area is also a hot-bed of paleontological research, yielding new discoveries every year. The popularity of paleontology bodes well for those who can offer fossil digs and educational programs.**

It also helps us meet the following goals:

4. **To promote events and communities, through PR and consumer advertising efforts and hosting press tours which include not only the major cities in Custer Country, but also the smaller communities and events. We also promote these communities through the calendar of events in our Custer Country Guide and on our website, which is being constantly updated.**
8. **To promote the historical significance of the region, especially the history and legend of George Custer and the U.S. 7<sup>th</sup> Cavalry, the Warrior Trail, the Montana Dinosaur Trail and the Clark on the Yellowstone Trail.**

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.**
- ❖ **Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets.**

Detail pages attached **Yes**

**Budget page is attached for approval.**

CUSTER COUNTRY  
MONTANA DINOSAUR  
TRAIL BROCHURE  
REPRINT

State Tourism Funds	Other Funds	Total
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PROFESSIONALSERVICES:

PRINTING	\$1200	+	\$0	=	\$1200
TOTAL	\$1200		\$0		\$1200

## Application for projects over \$500

Organization Name CUSTER COUNTRY

Project Name PUBLICITY/MARKETING PERSONNEL

Application Completed by JIM SCHAEFER

Approval Requested

Final

Preliminary - FAM

Please explain the need for this project as well as a clear overview of the concept of the project.

**Publicity is a vital part of communicating the attractions and events in Custer Country. For the cost incurred, there is quite often a significant ROI, especially if articles resulting from Press Trips are published in national or international publications. Most of Custer Country's Press Trips are co-sponsored by Travel Montana, which pays for air travel and other expenses, making the trips more cost-effective. Travel Montana also qualifies and screens participants to make sure the trips will result in the best placements possible.**

**Public relations duties were taken over in fiscal '08 by the Executive Director due to the lack of output by the firm we had hired. We wish to continue that arrangement again in fiscal '09. \$11,500 is being requested for this line item.**

The following duties would be performed:

- Preparation of press releases about events, attractions and news in Custer Country. These press releases would be distributed to newspapers, magazines and e-zines regionally, nationally and internationally through a contact list that is continually expanded.
- Plan and direct FAM tours for qualified journalists.
- Attend meetings of Chambers of Commerce, civic organizations and municipal groups to explain the role of Custer Country in enhancing economic development through tourism in the region.
- Act as a contact person for news organizations magazines and other publications when information on Custer Country is requested.
- Coordinate press releases with the Consumer Ads that run by Custer Country and with the CusterCountry.com website.
- Attend trade and travel shows to distribute literature and to encourage visitation to the region.
- Market and "sell" Custer Country to potential visitors from the U.S. and foreign countries.
- Provide photographs for entities to use in promotional materials from the Custer Country archives and Travel Montana sources.
- Work with CVBs and regions in the state to promote Montana as a destination

Objectives

5. Increase length-of-stay in Custer Country by .5 day.
6. Increase value of press coverage by 10%.

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

**This project connects all portions of the marketing plan, from helping to overcome our challenges to extolling the strengths of Custer Country. It supports the Strategic Plan and is designed to reach our target demographics.**

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.**
- ❖ **1.1d- Continue marketing to international travelers**
- ❖ **1.2d- Target travel media to increase visibility of MT as a leisure travel destination.**

**Detail pages attached Yes**

**Budget page is attached for approval.**

CUSTER COUNTRY

PUBLICITY/MARKETING

PERSONNEL

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Public Relations Salary	\$8500	+	\$0	=	\$8500
Press Trips	\$2800	+	\$0	=	\$2800
TRAVEL:					
Personal Car	\$100	+	\$0	=	\$100
Commercial Transportation	\$100	+	\$0	=	\$100
<b>REGION/CVB TOTAL</b>	<b>\$11500</b>	<b>+</b>	<b>\$0</b>	<b>=</b>	<b>\$11500</b>

## Application for projects over \$500

Organization Name CUSTER COUNTRY

Project Name WARRIOR TRAIL

Application Completed by JIM SCHAEFER

Approval Requested

Final

Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project.

The Warrior Trail Project was begun in fiscal '09 as a way of publicizing the important history of the Highway 212 Corridor. With Mt. Rushmore at one end, Little Bighorn Battlefield on the other and Rosebud and Wolf Mountains National Historic Landmarks in between, the Warrior Trail has the potential to draw the eco- and geotourists that are the focus of Travel Montana's efforts. The Warrior Trail also crosses both the Northern Cheyenne and Crow Reservations, and includes St. Labre Mission, which is celebrating its 125<sup>th</sup> Anniversary this year. The Warrior Trail Website is up and the brochure is about to be printed, but there is still some signage to be designed, manufactured and placed. This project is a cooperative effort between Custer Country, the Warrior Trail Committee (Broadus) and Midrivers Telephone cooperative. Our request for the project is \$1000.

### Objectives

6. Increase traffic on the two-lane roads in Custer Country.

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

### Our list of goals include:

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.
2. To provide economic benefit from tourism to the cities, towns, businesses and non-profit agencies in Custer Country and Montana. This will include aiding in the creation of more and better-paying jobs in tourism through increased tourism.
3. To assist towns, cities, museums, event organizers and those involved in tourism-related events in promoting, growing and organizing events that will draw more visitors.
8. To promote the historical significance of the region, especially the history and legend of George Custer and the U.S. 7<sup>th</sup> Cavalry, the Warrior Trail, the Montana Dinosaur Trail and the Clark on the Yellowstone Trail.
9. To encourage Custer Country visitors to visit the smaller towns and participate in the local events of these smaller towns that they haven't been to before.

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.
- ❖ **Goal 4: Enhance and preserve Montana's culture and history ( historic sites, museum, art, music, etc.)**
- ❖ **Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets.**

**Budget page is attached for approval.**

CUSTER COUNTRY

WARRIOR TRAIL

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
DESIGN SERVICES	\$250	+	\$0	=	\$250
SIGN MANUFACTURE	\$250	+	\$0	=	\$250
SIGN PLACEMENT	\$250	+	\$0	=	\$250
BILLBOARD FACE	\$250	+	\$0	=	\$250
<b>TOTAL</b>	<b>\$1000</b>		<b>\$0</b>		<b>\$1000</b>

## Application for projects under \$500

Approval Requested

Final

Preliminary

Organization Name CUSTER COUNTRY

Project Name VIC ASSISTANCE

Application Completed by JIM SCHAEFER

Please explain the need for this project as well as a clear overview of the concept of the project.

**The VIC assistance project is currently suspended, pending a revamping of the program. We wish to reserve some budget dollars in contemplation that the program can be redesigned. We understand the need to support the VICs in Custer Country, but with increased funding from Travel Montana to the VICs in our region, the need is not as great. We are requesting a "placeholder" of \$10.**

Objectives

1. **Increase length-of-stay in Custer Country by .5 day.**

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

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.**

How does this project support the Strategic Plan?

- ❖ **Goal 5: Support appropriate tourism business growth, including new tourism products and services for target customer markets.**

Detail pages attached **No**

## Application for projects over \$500

Organization Name CUSTER COUNTRY

Project Name BILLBOARDS

Application Completed by JIM SCHAEFER

Approval Requested

Final

Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project.

**Custer Country currently owns a billboard at exit 509 on I-90 near Garryowen. It is in need of refurbishing and will be redesigned to promote the Warrior Trail. We believe tasteful billboards are an important part of our marketing plan so we would like to preserve the current structure and location. Our budget request for this project is \$10.**

Objectives

3. Increase length-of-stay in Custer Country by .5 day.
1. Increase traffic on the two-lane roads in Custer Country.

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

**8. To promote the historical significance of the region, especially the history and legend of George Custer and the U.S. 7<sup>th</sup> Cavalry, the Warrior Trail, the Montana Dinosaur Trail and the Clark on the Yellowstone Trail.**

**9. To encourage Custer Country visitors to visit the smaller towns and participate in the local events of these smaller towns that they haven't been to before.**

**10. To encourage travelers to increase their total time in Custer Country, thereby creating a greater economic impact on the region.**

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.**
- ❖ **5.2a- Distribute assistance information via tourism meetings, web sites, newsletters, etc.**

## Application for projects over \$500

Approval Requested

Final

Preliminary

Organization Name CUSTER COUNTRY

Project Name TRADE SHOWS

Application Completed by JIM SCHAEFER

Please explain the need for this project as well as a clear overview of the concept of the project.

**Travel/Trade shows have proven to be an economical way to promote Custer Country on a one-to-one basis. Our emphasis will be to participate in travel shows targeting consumers within two days driving distance. Our hope is to cooperate with other tourism regions and CVBs to save money and present a more varied look at the events and attractions in our state.**

### Objectives

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%.
4. Increase length-of-stay in Custer Country by .5 day.

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

**This project will address the strengths and challenges outlined in our marketing plan. It will also enable us to promote the attractions in Custer Country that are not well-known to travelers. In addition, it will help us meet the goals set forth in this plan.**

How does this project support the Strategic Plan?

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

Detail pages attached **No**