

Organization Name Custer Country, Montana

Project Name Cooperative Marketing- Custer Battlefield Museum Brochure

Application Completed by John Brewer

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.

Custer Country has offered Cooperative Marketing Grants to non-profit tourism related businesses throughout the region and has asked for applications to be submitted. The Custer Country Cooperative Marketing Application is attached. It is stated that the successful applicant must show that the project for which funds are being requested will benefit Custer Country by increasing tourism to the region. All TAC regulations must be met in order for funding to be given.

The Custer Battlefield Museum in Garryowen, MT has requested funds to print a new brochure for the upcoming year. If approved, these funds would be used for printing costs only.

The brochures will be 9" x 14" double-sided, 1-PMS color and black page that folds to 9"x3.5" 4 panel brochure. Paper will be 80# gloss recycled book stock. Layout, narrative, and description can be seen on the attached example.

Funds for this project will be taken from the Cooperative Marketing line item under Marketing Support in the Custer Country Annual Budget Overview.

Objectives

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

- Unique web user sessions: increase 20% from 53,000 to 63,600
- Media Relations: Reach 500,000 impressions and a media value equivalent of \$500,000.
- Stakeholder Report Card: Receive an 80% approval rating in the first year of operation from all stakeholders throughout Custer Country.

How does this project support the Strategic Plan?

- Goal 1: Increase four-season tourism revenues state-wide through effective marketing and promotions, focusing on high-value, low-impact visitors
- Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.)
- Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.

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

- Use Custer Country's most well known historical assets to draw people to the region. These assets are:
 - Little Bighorn Battlefield National Monument
 - Pompeys Pillar National Monument
 - Bighorn Canyon National Recreation Area
 - Cowboy/Pioneer history

- Native American culture and history
- Prehistoric sites (Dinosaurs)
- Develop a brand for the region which continues to highlight its historical treasures while placing increased emphasis on the excitement and adventure the region can offer. This brand will incorporate the branding initiative of the Montana Office of Tourism as well in Custer Country's various marketing projects.
- Unite the Custer Country region in order to use the combined assets of the small communities, historic attractions, scenic areas, and cities to foster economic prosperity through tourism.
- Raise awareness of Custer Country as a multi-faceted tourism destination among identified target markets and audiences.
- Increase visitation to Custer Country among resident, domestic, and international travelers. This should include:
 - Encourage Staycation Travel- Encouraging those living in Western Montana to experience the attractions and events within Custer Country.
 - Encourage Repeat travel to the region.
 - Encourage "come early, stay late" behavior among business and convention travelers.
 - Encourage longer stays by leisure travelers.
- Increase Shoulder & Winter season visitation through promotion of special events and attractions that remain open year-round.

Detail pages attached Yes No

**Custer Country
Print**

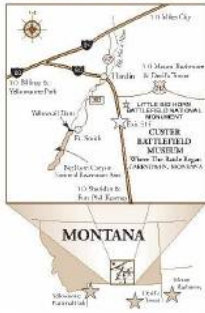
	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Cooperative Marketing- Custer Battlefield Museum Brochure	\$929.50	+	\$929.50	=	\$1859.00
TOTAL	\$929.50	+	\$929.50		\$1859.00
REGION/CVB PROJECT TOTAL	\$929.50	+	\$929.50		\$1859.00

REQUIRED SPECS FOR PROJECTS

PRINTED MATERIALS

Publication Custer Battlefield Museum Brochure
 Quantity 50,000 Size 9" x 14" folded
 Ad Sales (Yes or No) No Percentage n/a

CUSTER BATTLEFIELD MUSEUM
in Historic Garryowen, Montana
I-90 – Exit 514



- **Hours:** Summer, 8 am to 8 pm
Daily, 9 am to 5 pm
Open every day except major holidays
 - **Fees:** Adults \$4, Seniors \$3
Children under 12 Free
 - **Groups and tours:** welcome, with advance notice requested
- Midway between Yellowstone Park and Mount Rushmore
Easy on/off access at Exit 514. Driving time is just one hour from either Billings, Montana or Sheridan, Wyoming.

Custer Battlefield Museum
Christopher Koerdtz, Director & Founder
James "Pat" Thompson, Curator
Town Hall, P.O. Box 200 B
Garryowen, Montana 59031
Phone 406-638-1876
website: www.custermuseum.org
email: info@custermuseum.org

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THIS INSTITUTION ACCEPTS NO FEDERAL FUNDING

**THE LEGENDARY
CUSTER
BATTLEFIELD
MUSEUM**



PRESENTS
**COLLECTIONS OF THE
CUSTER BATTLE
&
THE D.F. BARRY
PHOTOGRAPHIC COLLECTION
OF THE WESTERN FRONTIER
AND INDIAN WARS**
**HISTORIC
GARRYOWEN, MONTANA**
WHERE THE BATTLE OF THE LITTLE BIG HORN
BEGAN – AT SITTING BULL'S CAMP

CUSTER BATTLEFIELD MUSEUM
in Historic Garryowen, Montana
Where the Battle of the Little Big Horn began –
at Sitting Bull's camp

Garryowen is one of the most historic sites in Montana and a "must-see" for those interested in the Battle of the Little Big Horn and the history of the American West.

- ◆ Early summer, 1876... Many tribes, including Sioux and Northern Cheyenne, gathered here to hunt and celebrate Sitting Bull's vision in the largest Indian gathering ever recorded on the North American continent.
- ◆ June 25, 1876... The Battle of the Little Big Horn began on this grassy riverbank where the 7th Cavalry troops under Lt. Col. George A. Custer attacked Sitting Bull's camp.
- ◆ June 25, 1926... The Tomb of the Unknown Soldier was dedicated here during the Burying the Hatchet ceremony at the 50th anniversary where 50,000 people gathered to commemorate the Battle of the Little Big Horn.



White Bull and General Philip Sheridan, near the Tomb of the Unknown Soldier during the 50th anniversary ceremony, June 25, 1926.



Cannon, rifle, and other artifacts from the Battle of the Little Big Horn, June 25, 1876.

...Today Garryowen visitors can view all of the famous locations associated with the Custer Battle, including the site where Custer was last seen alive, Reno's hilltop defensive site, West Point, Last Stand Hill, Medicine Tail Coulee, the Crow's Nest and the Wolf Mountains.



The Tomb of the Unknown Soldier – An extraordinary granite monument to an Unknown U.S. Soldier, erected at the museum, which opened in 1941.

CUSTER BATTLEFIELD MUSEUM IN HISTORIC GARRYOWEN MONTANA
On the site of Sitting Bull's Village, where the Battle of the Little Big Horn began



Custer's last railroad pass found in his foot locker at Fort Abraham Lincoln, Courtesy Historical rarities



Crow Chief, Holds the Enemy Warhorse



Crazy Horse photograph found, now on display.



After the battle, Comanche was found near death from multiple arrow and bullet wounds. The horse was then taken to Fort Lincoln and nursed back to health. Comanche lived another 15 years and died at the age of 28.



Chief Little Wolf's Eagle Feather Bonnet



Special Anheuser-Busch print, now on sale. Call 406-638-1876 or visit www.custermuseum.org



1870's Crow Parade Saddle & Regalia

Important personal items related to Custer, Crazy Horse, Sitting Bull and the Seventh Cavalry include many items of historical significance, including Captain Tom Custer's Kerr revolver and a lock of General Custer's hair. Also exhibited is a facsimile of the significant rock pictograph attributed to Crazy Horse, made on a sandstone cliff above Reno Creek after the Battle of the Little Big Horn. The original was destroyed in 1963.



PLAINS INDIAN EXHIBIT

Custer Battlefield Museum contains the historic name and mission of the original museum on Last Stand Hill, dedicated to the collection and preservation of the 7th Cavalry, frontier military life and Plains Indian culture. The museum was founded as a Federal non-profit 501 (c)(3) in 1995. Donations of all kinds are tax deductible and used to promote historic conservation and public education.

WORLD'S LARGEST COLLECTION OF PHOTOGRAPHS BY D.F. BARRY



Chief Owl Hunkpapa Sioux, Lt. Col. G.A. Custer, Sitting Bull Hunkpapa Sioux, Capt. Thomas Custer, One Ahead Crow Scout, White Man Runs Min Crow Scout, Hair in the Face Hunkpapa Sioux, Major Marcus Reno, Two Horns Cheyenne, First Lt. Edward Godfrey

Custer Country Application for Cooperative Marketing Funding

1. Please provide a clear, concise and complete narrative description of this project. Provide enough information so that all who review can readily envision the project. Include details for print projects (the number to be printed, size, distribution plan and percentage of advertising vs editorial); print ads (publications, size, fulfillment plan); billboards (the traffic count on highway location); for broadcast ads (stations, area of coverage, length of spot and fulfillment process). No more than 150 words.

Reprint brochures for the Custer Battlefield Museum in Garryowen, Montana "Where the Battle Began." Fifty thousand (50,000) brochures printed with a format size of 9"x 14" double-sided, 1-PMS color and black page that folds to 9"x 3½" 4-panel brochure. Paper: 80# gloss recycled book stock. **Layout:** photographs of the Tomb of the Unknown Soldier at Garryowen; Native Americans: Sitting Bull, Chief Gall, Whiteman Runs Him, and Two Moons; 7th Cavalry: George Custer, Marcus Reno, Edward Godfrey; historical items on display, and directional map with GPS coordinates. **Narrative:** historical facts about the Battle of the Little Big Horn, description of historical items on display, hours, and contact information. **Distribution:** Certified Folder Display Service, Inc. in Montana, Wyoming, South Dakota, and as requested by various area tourist and visitor attractions. <15% advertising v. editorial content (Please see attached brochure to be replaced.)

2. How does your project build on our regional assets and enhance our regional brand identity as noted here: *Historic Adventure, that is what a visit to Custer Country promises. This is the land where visitors can ride their bicycles on the trails that once carried the soldiers and warriors of two proud nations as they clashed on the banks of the Little Bighorn. This is the land where visitors can catch trophy paddlefish from the same river that flows past Pompeys Pillar, where William Clark left his mark on history as he carried home the news of the great land he had discovered. This is the land where visitors can enjoy homemade milkshakes and pitchfork fondue, served by the friendly descendants of the settlers and pioneers who defied the odds and built thriving communities where before there was only prairie. This is the land where visitors can watch the swirl of color and feel the beat of the drum that has nourished the tribes of the Crow and Cheyenne for half a millennia. This is Custer Country.*

Garryowen sits on the banks of the Little Big Horn River and was the site of Sitting Bull's camp. It is also "Where the Battle Began" when the first shot of the Battle of the Little Bighorn was fired by a member of the U.S. 7th Cavalry across the river into the Indian encampment. The Custer Battlefield Museum's mission is to educate the general public on the Western Migration Movement and the Battle of the Little Bighorn. We collect, preserve and exhibit historically significant artifacts, beadwork, photographs, paintings, rare books and manuscripts that serve to honor the memory of those who fought and died during the West's most famous and mysterious battle. The story of the Battle of the Little Bighorn is central to "Custer Country," and is known throughout the world. Custer's Last Stand is not simply a military event. It is part of the larger history of the North American Plains Indian culture, and the Native American struggle to preserve their way of life. As the National Parks Service contemplates moving their archive out of state, the Custer Battlefield Museum may be the only depository of Custer related memorabilia on the Battlefield.

3. Please provide a description of the anticipated economic benefit of this project such as increased visitation, increased length of stay, and how the appeal of our region will be increased.

The mass distribution of these brochures will strongly enhance public awareness of the Museum. Its historical significance will inevitably entice more visitors to come to this centrally located site, and will attract them to other tourist sites nearby. Brochures will be distributed through Certified Folder

Display Services, Inc. at visitor information centers, other museums, historical sites, gas stations, hotels, restaurants, etc. throughout the region. As indicated on the locator map (see attached brochure), the Custer Battlefield Museum is shown as the first tourist stop from the southern entrance to the State of Montana, with easy on/off access at Exit 514 on Interstate 90, just 62 miles from Billings and 62 miles from Sheridan, Wyoming. The Custer Battlefield Museum at Garryowen is a natural, convenient stop for tourists planning a trip through Montana. In addition, the Museum is a state-recognized tourist information site. Bringing visitors to Garryowen through the distribution of these brochures will generate an opportunity for us to expose them to other historical places, events and to city, county, state, and national points of interest throughout Custer Country and the State of Montana. This will help to insure a lengthier stay in local hotels, and patronage at local restaurants, gift shops and businesses within our area.

4. 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 target market for our brochures will be for those travelers who may not have chosen Custer Country or Montana as their destination. With multi-state distribution in place (Montana, Wyoming, South Dakota), it is our plan to use funds generated from this grant to expand our target area and to add a "Yellowstone Route" which includes parts of Idaho, Wyoming and Montana not targeted in previous years. Adding these areas will stimulate tourism to the region that might otherwise have been overlooked. As members of the Museums Association of Montana (MAM) and the American Association of Museums (AAM), the ability to distribute these brochures outside the target area is also probable.

5. 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. (Increase attendance by X; Increase trackable room nights by X, etc.)

An annual report will be requested from Certified Folder Display Service, Inc. as to how many brochures were distributed and within what geographic area, increased visitation (in-state and out-of-state visitors) as logged on a daily basis and visitor comments will be a part of our year-end evaluation. Log sheets are designed to ask all visitors to the Museum their name, city/state, comments, and if they learned about the Museum through a brochure. The information generated from these sources will allow the project supervisor to evaluate and to report back to Custer Country regarding the success of the program.

6. Indicate when you would need funds from Custer Country. Be aware that once funding is recommended, a contract will need to be executed with Custer Country. Payment will come from Custer Country directly to your vendors.

Because our season begins with the Memorial Day weekend, brochures will be ordered as soon as we are notified of approval, if approved.

COOPERATIVE MARKETING PROJECT BUDGET

(Administrative and Operational Expenses are not eligible)

	CUSTER COUNTRY	APPLICANT	TOTAL COST
1. Print Advertising			
Creative	_____	_____	_____
Placement	_____	_____	_____
2. Television Advertising			
Creative	_____	_____	_____
Placement	_____	_____	_____
3. Radio Advertising			
Creative	_____	_____	_____
Placement	_____	_____	_____
4. Travel Promotion Literature			
A. Printing (All printing over \$1999 requires 3 bids)	\$929.50	\$929.50	\$1,859.00
B. Layout Design	___included___	___included_	___included_
C. Distribution	_____	_____	_____
D. Freight	___\$0.00___	___\$0.00___	FOB Billings
5. Billboards			
Creative	_____	_____	_____
Placement	_____	_____	_____
6. Film/Video			
Creative	_____	_____	_____
Placement	_____	_____	_____
7. Professional Services	_____	_____	_____
8. Other (_____)	_____	_____	_____
TOTAL	\$ 929.50	\$ 929.50	\$ 1,859.00