

Organization Name Custer Country, Montana

Project Name Cooperative Marketing-Custer Last Stand Advertisement

Application Completed by John Brewer

Approval Requested
<input checked="" type="checkbox"/> Final
<input type="checkbox"/> 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 Hardin Chamber of Commerce wishes to place an advertisement in the RV Journal Magazine for the Custer's Last Stand Reenactment. They are also requesting money to offset their postage fees for mailing of literature related to the Custer's Last Stand Reenactment.

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
Consumer Advertising**

	State Tourism Funds		Other Funds		Total
Cooperative Marketing-Custer Last Stand Advertisement	\$412.50		\$412.50		\$825.00
Postage	\$200.00	+	\$200.00	=	\$400.00
TOTAL	\$612.50		\$612.50		\$1,225.00
REGION/CVB PROJECT TOTAL	\$612.50	+	\$612.50		\$1225.00

REQUIRED SPECS FOR PROJECTS

PRINT ADVERTISING
RV Journal Magazine

Organization Name: Hardin Area Chamber of Commerce

Project Supervisor: Betty J. Seder

Project Title: Custer's Last Stand Reenactment

Total Budget for Project: \$1,225.00

Percentage of Cooperative Funds requested: 50%

Dollar Amount of Cooperative Funds requested: \$612.50

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

From: 6/24/2011

To: 6/26/2011

Funding Sources:

A. Custer Country Funds: \$612.50

B. Memberships \$

C. Advertising Revenue \$

D. Cash on Hand to provide the match: \$612.50

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

1. _____ \$ _____


TOTAL: **\$1,225.00**

Advertisement Example:

Dear Friend,

Hardin, Montana is one of the crossroads of history, where Lewis and Clark traveled and where the Battle of the Little Big Horn was fought. Each year around the anniversary of The Battle, we host **Custer's Last Stand Reenactment**.

This will be our 22nd year of putting on this spectacular event. The re-enactment features more than 300 participants who bring the history of the 1876 battle to life. You are taken back in time to the historical background leading up to that epic battle.




It is presented through the eyes of the Native American. The show features Lewis and Clark as they pass through this area along with Sacajawea, the pioneers, wagon trains, and attacks by warriors.

The reenactment of Custer's Last Stand is one of the top historical events in the country and has international acclaim.

This year's reenactment will be held June 24, 1:30pm, June 25, 1:30pm and 5:00 pm, and June 26, 2011, 1:30 pm.

If you come by June 22, you will be able to take in all the festivities of "The Little Big Horn Days."



CUSTER COUNTRY
MONTANA
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