

Organization Name Custer Country, Montana

Approval Requested

Final

Preliminary

Project Name Cooperative Marketing Grant- Advertising-  
Community Awareness-Princess Tea

Application Completed by John Brewer

**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.

Miles City Convent Keepers wishes to develop a television commercial to advertise the Ursuline Convent and events held at the convent. They will produce the 30 second ad through Mid-Rivers Video Production Services.

Ads will run on CNN, ESPN, Fox News, HGTV, TNT, USA, ESPN 2, and the Outdoor Channel.

Areas covered will be Lavina, Lewistown, Roundup, Ryegate, Circle, Fairview, Fallon, Glendive, Lambert, Richey, Savage, Sidney, Terry, Wibaux, Miles City, Baker, Ekalaka, and Jordan.

Custer Country Funds will be used for creative services for the commercial.

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
<b>PROFESSIONALSERVICES:</b>					
Cooperative Marketing Grant-					
Advertising-Community Awareness-					
Princess Tea	\$260.00	+	\$260.00	=	\$520.00
<b>TOTAL</b>	\$260.00	+	\$260.00	=	\$520.00
=====					
<b>REGION/CVB PROJECT TOTAL</b>	\$260.00	+	\$260.00	=	\$520.00

**Organization Name:** Miles City Convent Keepers

**Project Supervisor:** Pauline Boughton

**Project Title:** Advertising-Community Awareness-Princess Tea

**Total Budget for Project:** \$520.00

**Percentage of Cooperative Funds requested:** 50%

**Dollar Amount of Cooperative Funds requested:** \$260.00

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

**From:** 4/15/2011

**To:** 5/10/2011

**Funding Sources:**

**A. Custer Country Funds:**.....\$260.00

**B. Memberships \$**

**C. Advertising Revenue \$**

**D. Cash on Hand to provide the match:**.....\$260.00

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

**1.** \_\_\_\_\_ \$ \_\_\_\_\_

**TOTAL:**.....**\$520.00**

**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	\$260.00	\$260.00	\$520
Placement	_____	_____	_____
3. Radio Advertising			
Creative	_____	_____	_____
Placement	_____	_____	_____
4. Travel Promotion Literature			
A. Printing (All printing over \$1999 requires 3 bids)	_____	_____	_____
B. Layout Design	_____	_____	_____
C. Distribution	_____	_____	_____
D. Freight	_____	_____	_____
5. Billboards			
Creative	_____	_____	_____
Placement	_____	_____	_____
6. Film/Video			
Creative	_____	_____	_____
Placement	_____	_____	_____
7. Professional Services	\$260.00	\$260.00	\$520.00
8. Other (_____)	_____	_____	_____
<b>TOTAL</b>	\$ _____	\$ _____	\$ _____