

Organization Name Custer Country, Montana

Project Name Cooperative Marketing Grant- I-94 Billboards

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 Priarie County Chamber of Commerce in Terry, MT has requested funds for design and placement of a billboard sign on I-94.

The sign will be 23'x10'. A graphic representation of the sign is attached. The sign will take advantage of Banner material allowing for computer generated printing of high resolution photos. The sign is designed to remain functional for up to 7 years.

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- I-94					
Billboards	\$2,250.00	+	\$2,250.00	=	\$4500.00
<b>TOTAL</b>	<b>\$2,250.00</b>	<b>+</b>	<b>\$2,250.00</b>	<b>=</b>	<b>\$4500.00</b>
<b>REGION/CVB PROJECT TOTAL</b>	<b>\$2,250.00</b>	<b>+</b>	<b>\$2,250.00</b>	<b>=</b>	<b>\$4500.00</b>

**REQUIRED SPECS FOR PROJECTS**

**Billboard**

Location: Both East and West Facing near Exit 178 on Interstate 94

Size 23'x10'

**Organization Name:** Prairie County Chamber of Commerce

**Project Supervisor:** Dale Galland

**Project Title:** I-94 Billboards

**Total Budget for Project:** \$4,500.00

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

**Dollar Amount of Cooperative Funds requested:** \$2,250.00

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

**From:** 7/1/2011      **To:** 6/30/2012

**Funding Sources:**

**A. Custer Country Funds:**.....\$2,250.00

**B. Memberships \$**

**C. Advertising Revenue \$**

**D. Cash on Hand to provide the match:**.....\$2,250.00

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

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

**TOTAL:**.....**\$4,500.00**

**COOPERATIVE MARKETING PROJECT BUDGET**  
*(Administrative and Operational Expenses are not eligible)*

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**CUSTER COUNTRY APPLICANT TOTAL COST**

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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) \_\_\_\_\_

B. Layout Design \_\_\_\_\_

C. Distribution \_\_\_\_\_

D. Freight \_\_\_\_\_

5. Billboards

Creative \_\_\_\_\_ 1350.00 \_\_\_\_\_ 1350.00 \_\_\_\_\_ 2700.00 \_\_\_\_\_

Placement \_\_\_\_\_ 900.00 \_\_\_\_\_ 900.00 \_\_\_\_\_ 1800.00 \_\_\_\_\_

6. Film/Video

Creative \_\_\_\_\_

Placement \_\_\_\_\_

7. Professional Services \_\_\_\_\_


8. Other ( \_\_\_\_\_ ) \_\_\_\_\_

**TOTAL \$ \_\_\_\_\_ 2250.00 \$ \_\_\_\_\_ 2250.00 \$ \_\_\_\_\_ 4500.00**

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