

Organization Name Custer Country, Montana

Project Name Consumer Travel/Trade Shows & Events
(Booth Equipment)

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.

We have been approved to attend the Northwest Sportshow in Minneapolis, A motorcycle show, the TIA Pow Wow, and the Gettysburg Reenactment. At our display booth, we have found the need to show videos, photos slideshows, and allow interaction with our website to best depict Custer Country. This media must be presented in such a way that it will be engaging and interactive for visitors to our booth. We would also like to have the ability to have visitors enter their own email/contact information in order to participate in contests and games at the booth. We have determined that the most efficient way to meet the needs of the purposes stated above is to purchase an iPad 2.

In addition to the shows listed above, we envision using the iPad 2 for trips such as Group Travel, Fam Trips, Sales Missions, and any other meeting in which we will be presenting Custer Country, whether in a formal presentation or otherwise, to clients or potential visitors to the region.

The iPad 2 will also be used to capture High Definition video at Tradeshows and Events that can be edited and posted online directly from the iPad 2. This will be used for a variety of marketing mediums such as Social Media and video e-newsletter updates.

We will use rollover money to fund this project. This rollover money is currently held by MTOT per the recent memo sent to Custer Country. I would like to amend this application's budget to include this equipment.

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
- Advertising responses: increase 10% from 18,000 to 19,800
- Consumer Database: increase contacts by 25% for email distribution from 1,500 to 1,875

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)
- 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.

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.

Detail pages attached Yes No

**Custer Country
Consumer Travel/Trade
Shows & Events (Booth
Equipment)**

State Tourism Funds	Other Funds	Total
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OTHER:

Booth Equipment - iPad 2	\$696	+	\$0	=	\$696
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TOTAL	\$696		\$0	=	\$696
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REGION/CVB PROJECT TOTAL	\$696	+	\$0		\$696
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iPad 2 + Accessories Budget Detail

32GB iPad 2 w/ wifi	\$599
iPad Polyurethane Magnetic Smart Cover	\$39
Apple VGA Adaptor (Allows iPad to present using TV or Projector)	\$29
Apple iPad 2 Dock (Allows iPad to charge and dock with computer).....	\$29
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Total	\$696