

Approved Audits/Applications Committee 11/28/08

Organization Name Gold West Country

Project Name Birding Brochure

Application Completed by Sarah Bannon

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.

The birding brochure is going to be a joint project with Travel Montana. We will meet with bird professionals to set up a Gold West Country brochure that will be useful to the birding enthusiasts who come to the area. The brochure will be distributed to area visitor centers and to individuals interested in birding within Gold West Country.

Objectives:

Gold West Country will strive to achieve the objectives listed below within the 2009 calendar year.

1. Design and print a brochure that will show the birding opportunities in Gold West Country.
2. Get the brochure into the hands of these birding enthusiasts through visitor centers and through fulfillment to birding inquiries through our call center.
3. Add birding information to our website.

Identify the portions of your marketing plan that support this project.

The production of the travel planner helps reach a number of our goals.

1. Educate the traveler about the historical, cultural and recreational opportunities within the region.
2. Inform visitors traveling between Yellowstone and Glacier National Parks of the benefits of traveling through Gold West Country when they are between park destinations.
3. Build and maintain a consistent image of Gold West Country through all marketing efforts including advertising, publicity, collateral material, Internet development and cooperative marketing programs.

Does this project support the Strategic Plan? Yes

The Gold West Country birding brochure will serve as an informational piece that assists birding enthusiasts traveling through the region. Birding is one of the fastest growing soft adventure sports in the country at this time. The strategic plan addresses the need for collateral materials as follows:

1.2 Promote Montana to target groups/events emphasizing off-peak season activities.

“Target travel media to increase the visibility of Montana as a leisure travel destination” (Page 52)

“Continue to target tour operators to bring group tours and packaged vacations to Montana” (Page 52)

Detail pages attached Yes

Budget page must be attached for approval.

Gold West Country Birding Brochure

PRINTED MATERIALS

Publication__ Birding Brochure_____ Quantity__ 40,000_____

Size__ 18x24 flat, 4x9 finish_____

Ad Sales (Yes or No)___ no_____ Percentage _____

Distribution Plan (areas & method)_____ To Visitor Centers, areas of attraction, "birdy" areas, and mail out piece _____

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Copywriting	0	+	\$0	=	0
Art Direction	0	+	\$0	=	0
Photography	0	+	\$0	=	0
Design/Layout/Prepress	0	+	\$0	=	0
Proofs/shipping	0	+	\$0	=	0
Project Management		+		=	
TOTAL	5,000		\$5,000		10,000
Printing:	0		0		0
TOTAL	\$5,000		\$5,000		\$10,000
REGION/CVB TOTAL	\$5,000	+	\$5,000		\$10,000