

Approved Audits/Applications Committee 5/13/09

Application for Gold West Country Cooperative Marketing Funds

Please type:

Organization Name(s) **Gateway Economic Development District, for Advantage Helena/The Helena Institute**
Telephone **406-442-4986**

Legal Address **225 Cruse Avenue** City **Helena** Zip Code **59601**

Project Supervisor **Carolyn Keller (Gateway) and Marshall Mayer (The Helena Institute)** Telephone **406-442-4986**

Address **see above**

Regional President _____Mike Mergenthaler_____ Telephone ___447-1941_____

Tourism Region Gold West Country

Project Title **Course Listing Brochure for Advantage Helena**

Total Budget for Project (taken from attached detailed budget) **\$10,625**

Percentage of Cooperative Funds Requested **50%** Dollar Amount of Cooperative Funds Requested **\$5,325**

Proposed starting and ending dates (maximum 1 year) : From **March** To **August**

Funding Source (Outline in detail sources from which funds are to be provided):

a. Regional/CVB funds	\$2700*
b. Memberships	\$ _____
c. Advertising Revenue	\$ _____
d. Cash on Hand	\$ _____
e. Other (please list)	
1. The Helena Institute board match (Will be generated through board fees)	\$2700
2. _____	\$ _____
3. _____	\$ _____
TOTAL (should equal total project budget)	\$5400*

Cooperative Marketing Application

1. Narrative description of this project. Include how the project is executed.

For the last 18 months, Helena has gone through a branding process. A hired professional assessed the community for primary reasons (or lures) to visit Helena. Through this process, branding Helena as the “West’s Learning Center” has evolved. This is inclusive to focusing on experiential learning in the areas of arts, recreation, history and travel. Helena’s main lure is a wide range of learning opportunities available in a range of fields.

An impressive board of directors was formed, and they are currently looking at re-invigorating the Helena Area Cultural Development Organization’s 501 (c) 3 status, and renaming the nonprofit The Helena Institute. Until that time, other fiscal agents, like Gateway Economic Development District, are aiding in the care of monetary donations and grants.

In order to promote hands on learning opportunities, The Helena Institute has put out a call for classes, will develop 30 classes in the August-September months in 2009 (a timeframe in which hotels need more visitors). The Helena Institute will evaluate courses and make a course schedule, that details each course, instructor bio, costs, transportation and lodging information, packages, and general information about spending time in the Helena area.

The current courses are being evaluated by a working subcommittee of the Helena Institute, in which instructors will be ‘certified’ and programs evaluated for experiential learning quality. We have 58 courses and developed a course brochure/schedule that focuses on August-September in 2009. This is to pad Helena’s ‘shoulder’ tourism season. All of the money will go to the printing, mailing, and purchase of direct address.

Oversight of this project will be by Carolyn Keller, acting for Gateway Economic Development District, as well as Marshall Mayer, a Board of Directors member from The Helena Institute.

2. Anticipated economic benefit of this project (i.e. increased visitation, length of stay, how project will increase appeal of region as a travel destination, etc.)

Advantage Helena anticipates increased visitation to the region and increased length of stay. Our goal is to get visitors to stay overnight, as according to Roger Brooks, overnight visitors spend three times the amount of money as a one-day visitor. Our goal is to focus on people who can travel one day by car, and short commuter air flights. We will also work on increasing the region as a travel destination, and have secondary activities for spouses, children or grandchildren available.

3. Target market for this project.

The target market for this project are baby boomers. This group are individuals born between 1946 and 1964. This group controls 70% of north Americas wealth and according to Destination Development are spending more money on second homes and travel. They focus on time, comfort, and easy access. Some trends of baby boomers include: “Downshifting” that is having entire trips planned, all inclusive activities; peak travel months are April, May, September and October. The baby boomers mantra is “We may be aging, but we are NOT growing old.” Top travel trends for baby boomers include: Culinary tourism an education, artists in action, and experiential based activities.

4. Method of Project Evaluation

The project evaluation will be the number of course schedules printed out, mailed out, and distributed. Evaluation will also be assessed by filled classes in the two month time frame, increased hotel stays, and regional tourism-related sales.

PRINTED MATERIALS

Publication: **Course Schedule** Quantity: **1,700**

Color: Yes (2 color)

Paper Stock: *80 pound

of Pages or Folds **2-fold*** **Size 11x14 sheet folded**

Ad Sales (Yes or No) **No** Percentage _____

Distribution Plan (areas & method) The Helena Institute board will specifically mail out course schedules to out of state individuals who subscribe to Montana Magazine, take advantage of local CVB mailings, and individually mail out pieces for requests. We will be focusing marketing efforts on border states such as Idaho, Wyoming , Washington, and Alberta.

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

MARKETING/ADVERTISING:					
printing	\$1120	+	\$1120	=	\$2240
	\$0	+	\$0	=	\$0
TOTAL	\$1375		\$1375		\$2240

TRAVEL:					
Personal Car-	\$0	+	\$0	=	\$0
Commercial Transportation	\$0	+	\$0	=	\$0
Meals	\$0	+	\$0	=	\$0
Lodging	\$0	+	\$0	=	\$0
Vehicle Rental	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

OTHER:					
Address cost (\$.09 per address)	\$337.50	+	\$337.50	=	\$675
Direct Mail (1500 x \$.44)	\$330	+	\$330	=	\$660
Bulk Mail (7500x \$.17)	\$637.50	+	\$637.50	=	\$1275
Mail preparation	\$275	+	\$275	=	\$550
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
	\$0	+	\$0	=	
TOTAL	\$1580		\$1580		\$3160

REGION/CVB TOTAL		\$2700	+	\$2700	=	\$5400
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