

Approved Audits/Applications Committee 5/8/09

Organization Name: Butte-Silver Bow CVB & Gold West

Project Name : Joint Venture /Bloomsday and Spokane

Application Completed by : Sara Rowe and Sarah Bannon

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.

This is a joint venture with Gold West Country. We have two gentlemen going to Spokane over May 1-2 ,2009. They will dress up in costume as copper kings and give out literature to the people who register for the Bloomsday race. The cost of this is for lodging, food and travel for the two men as well as printing of 20,000 rack card size pieces specifically designed for this event. This is a great partnership between Gold West Country and the Butte CVB.

Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

- **Increase our Event and Festival attendance throughout the year.**
- **Increase overall bed tax funds by 4%**

Gold West Objectives:

* Educate the traveler about the historical, cultural and recreational opportunities within the region throughout the year.

* Increase visitation within Gold West Country as measured by an increase in bed tax collections by 3%.

Refer to the portions of your marketing plan, which support this project.

TARGET AUDIENCE

Geotourist Those tourists that seek to sustain or enhance the geographic character of the place being visited including its environment, culture, heritage, land marks, and

the well-being of its residents. One quarter of this group resides in the nearby Pacific region, and 10% are in the mountain region. Ages ranging from 30 to 65 with annual incomes of \$60,000 to \$100,000 and a four year college education.

Families/ Boomers Married couples or singles 35-54 years of age, college educated, with children usually less than 18 years of age in the household and household incomes of \$60,000+.

How does this project support the Strategic Plan?

- 4.1.a. Use local historic/cultural/tribal attractions as venues for conferences, events, and educational seminars.

Work cooperatively to use historic/cultural, attractions, sites, and guided services as interesting venues for meeting and convention receptions/events, and to provide exposure and revenue for those attractions/services.”

* Expand public-private marketing partnerships with tourism businesses and attractions...

- 5.1.a. Create vacation packages, and develop theme itineraries, designed for off-peak season niche markets targeted by promotion efforts.
 - “Package lodging with attractions, activities, events, meals, and transportation, focusing on off-peak season niche markets...”

Detail pages attached Yes(X) No

PROJECT BUDGET

PROJECT NAME: Bloomsday Joint venture with Gold West Country

	Gold West Country	Butte CVB	Total
PROFESSIONAL SERVICES			
PROFESSIONAL SERVICES TOTAL			
MARKETING/ADVERTISING			
lodging		\$400	\$400.00
Travel		\$400	\$400.00
Food		\$150	\$150.00
MARKETING/ADVERTISING TOTAL	\$	\$950	\$950.00
Printing/shipping rack cards	\$ 1285.00	\$365	\$1650.00
CVB PROJECT TOTAL	\$ 2,600.00		\$2,600.00