

Approved Audits/Applications Committee 10/20/09

Organization Name_: Gold West Country

Project Name_ Opportunity Marketing

Application Completed by_ Sarah Bannon

Approval Requested
<u> X </u> Final
<u> </u> 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.

Gold West Country would like to partner with the Butte Convention and Visitor Bureau to do the World Religion Trade Association show in Reno. We would like to use \$500 of Opportunity Funds to help cover the costs of the booth.

We have decided that since the NTA show and the WRTA show are both being held in Reno at the same time, and Butte is already doing the NTA show, we can partner with them on the World Religion Trade Show. Other partners include Town Pump, the Butte Silver Bow Hospitality Association and the Butte CVB. A representative from Our Lady Of The Rockies Organization in Butte will assist Sara Rowe in this endeavor.

The lady of the Rockies as well as the Serbian Church and the historic stained glass in churches in Butte and Gold West Country makes this a potentially great market for us.

Objectives

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

1. Maintain visitation within Gold West Country as measured by bed tax collections.
2. Attend a travel show; which suits Gold West's target market and allows us to educate the traveler by giving out at least two boxes of travel guides as well as other literature.

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

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.

- 4. Cooperate with Travel Montana, the other tourism regions and CVBs, Federal and State agencies and local tourism providers to enhance the entire “Montana Experience”.
- Encourage intrastate travel by informing residents of the historical significance this region has

Strategic Plan?

- 1.1.a. Expand public-private marketing partnerships with tourism businesses and attractions
 - “...Penetrate new markets, and improve marketing effectiveness with a consistent message and brand.”

Detail pages attached Yes (X) No
REGION/CVB PROJECT BUDGET
PROJECT NAME
 World Religious
 Travel Expo

	State Tourism Funds		Other Funds		Total
Opportunity Funds:					
World Religious Trade Show Booth Cost	500	+	\$1500	=	2000
TOTAL	500		\$1500		2000
REGION/CVB PROJECT TOTAL	\$500	+	\$1500		\$2000