

Approved Audits/Applications Committee 10/22/09

Organization Name Gold West Country

Project Name Public Relations

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.

Gold West Country is interested increasing publicity efforts.

Identity Project

In an effort to raise consumer awareness regarding the geographical boundaries of Gold West Country a campaign is set for Spring/Summer and Fall/Winter seasons. This will be a poster series to help educate people about Gold West Country.

Objectives:

Gold West Country will strive to achieve the objectives listed below in FY10

1. Have at least two posters printed regarding information in Gold West Country.
2. Maintain visitation within Gold West Country as measured by bed tax collections.

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

Many of Gold West Country's goals in the marketing plan are met with this project.

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 posters help Gold West Country's promote a variety of events as well as provide the opportunity to help people identify when they are in Gold West Country. The strategic plan encourages continued public relations efforts as mentioned below.

1.2. Promote Montana to targeted groups and events, emphasizing off-peak season.

Detail pages attached Yes

PRINTED MATERIALS

Publication ___ Two Posters – Fall/Winter, Spring _____

Quantity _____ 250 X 2 _____

Size ___ 11 X 17 _____

Ad Sales (Yes or No) ___ No _____ Percentage ___ NA _____

Distribution Plan (areas & method) ___ By members to tourist places and other areas frequented in their area _____

Budget page must be attached for approval.

Public Relations

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

| | State Tourism Funds | | Other Funds | | Total |
|-----------------------------|---------------------|----------|-------------|----------|--------------|
| Publicity: | | | | | |
| Identity Project | 460 | | | | \$460 |
| Print Two Different Posters | | | | | |
| Design and Production | \$400 | | | | \$400 |
| TOTAL | \$860 | + | 0 | = | \$860 |
| REGION/CVB TOTAL | \$860 | + | \$0 | = | \$860 |