

Application for projects over \$500

Organization Name Gold West Country

Project Name Birding Brochure Distribution

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.

 We would like Certified Folder to distribute our birding brochures. Montana is a major birding attraction and we would like people to have easy access to our trails and birding opportunities. We are also adding birding information to our website that will also help get the information out to the public.

Objectives

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

- Increase overall bed tax collections by 2.5%.
 - Maintain bed tax collections in the shoulder seasons.
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Refer to the portions of your marketing plan, which support 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.
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How does this project support the Strategic Plan?

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

“...Leverage public and private marketing investments to expand Montana’s reach...”
(Page 49)

1.1.b. Continue winter marketing, promoting Montana as a superb destination for skiing snowboarding, snowshoeing, snowmobile touring, ice fishing, and families and groups simply seeking a “snow experience.”

“Identify new winter target markets with accompanying promotion efforts annually” (Page 49)

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

1.2.d. Target travel media to increase the visibility of Montana as a leisure travel destination.

“Host at least one travel media group familiarization tour...” (Page 52)

1.4.e. Expand displays of Montana destinations and products....

“Develop system with MDT to enhance traveler information available at rest areas.” (Page 55)

Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.

Detail pages attached Yes No

(You are not required to use these forms; however, all of the information must be provided in your application for full approval)

Budget page must be attached for approval.

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	\$0	+	\$0	=	\$0
Birding Brochure Distribution	\$2142.83	+	\$0	=	\$2142.83
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0

REGION/CVB TOTAL	\$2142.83	+	\$0	=	\$2142.83
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