

Application for projects over \$500

Organization Name Gold West Country

Project Name Ennis VIC

Application Completed by Sarah Bannon

Approval Requested
<input checked="" type="checkbox"/> Final
<input checked="" 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.

These visitor information centers, located throughout Montana need additional funding to staff the facilities throughout the summer. Funding provided by Gold West Country allows the facilities to stay open longer hours during the peak tourism season.

Gold West Country would like to use \$4000 of VIC funds for the Ennis Chamber and Visitor Center for assistance with a travel advisor.

For the summer of 2010 Ennis information:

Total number of summer hours open 480.25 Payroll from summer \$6,003.13 gross pay

Number of visitors 2025

List who all worked the VIC:

Number of hours:

Pamela S. Kimmey

480.25

Dave Bricker (volunteer – not paid)

50

Information from two years ago:

Total Number of summer hours open 450 Payroll from the summer \$5625 gross pay

Number of visitors 2161

Requests for funding must include anticipated figures for the funding period and method used to estimate visitation:

Anticipated payroll for the funding period 550

Anticipated visitation for upcoming summer 2100

Method used to estimate visitation: Inquiries are already above average for Jan – March 2011.

The executive director has also taken on more responsibilities, works year round, and therefore additional funds are needed to keep the visitor center open and running for all twelve months.

Objectives:

Gold West Country will strive to achieve the objectives listed below within the FY11 year.

1. Increase visitation at the Visitors Center by 3%.
2. Continue to utilize the data gathered in the Guestbook at the Visitor Center to review travel patterns over the years as to the geographic origination of Gold West Country visitors and what the visitors travel plans are in the state.

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

The following Gold West Country goals from the marketing plan are met with this project.

1. Educate the traveler about the affordable historical, cultural and recreational opportunities within the region throughout the year.
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. Educate Gold West members, work with regions, CVBs and Montana Office of Tourism to utilize cooperative marketing programs as an option to offset the lack of media dollars.
4. Encourage intrastate travel by information residents of Montana about the abundance of cultural, recreational, and historic opportunities this region has to offer.

Does this project support the Strategic Plan? Yes

Through this partnership, the information center is better able to service Montana guests and Gold West Country is more affordably able to gather information about the region’s visitors. The strategic plan specifically addresses tracking and VICs through the following:

- 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)
- 1.4.e. Expand displays of Montana destinations and products....**
“Develop system with MDT to enhance traveler information available at rest areas.” (Page 55)
- 2.1.a. Build awareness through statewide publicity efforts about the new Montana Tourism Charter, geotourism, tourism benefits/impacts, tourism and recreation partner initiatives, and allocation of lodging facility use taxes.**
“Distribute information monthly about tourism and recreation issues to industry stakeholders, policy makers, and media.” (Page 55)
- 9.3. Enhance funding for region and CVB marketing efforts.**
“Strengthen capacity by building partnerships with private, public, tribal and nonprofit organizations to address regional and local issues related to tourism and recreation (Page 75)

Infrastructure

**REGION/CVB PROJECT BUDGET
PROJECT NAME**

	State Tourism Funds	Other Funds	Total
Infrastructure:			
Ennis VIC	\$4,000		\$4,000
TOTAL	\$4000	\$0	\$4000
REGION/CVB TOTAL	\$4000 +	\$0	\$4000