

Approved Audits/Applications Committee 4/9/09

Approval Requested

Final

Preliminary

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Convention & Events Marketing
2009 Christian Meeting Planners

Application Completed by: Jennifer Heintz

Need for the Project:

Our goal is to create an image of Great Falls as a meeting and convention destination. We will attend a minimum of two trade shows targeting convention and meeting planners. We will work to book conventions of at least 500 attendees. This would be the first year the Great Falls CVB is attending the Christian Meeting and Convention Association Showcase. However, after doing research, we feel the Religious meeting planner niche is a good target market for Great Falls.

The Christian Meetings and Conventions Association, LLC (CMCA) is an organization of meeting planners who are Christians and various suppliers who service their needs. The objective of CMCA is to be a useful resource to the Christian meeting planner and supplier through both national and local events. CMCA currently offers two national events per year. One is in the spring and the other is in the fall. The CMCA Tradeshow will be held May 19-21, 2009 in Fort Worth, Texas. We have a couple CVB board members that have expressed interest in attending this show. We are waiting a few weeks to make the final decision as we may have a new Executive hired by then.

Objectives of Marketing Plan that support this project:

- 1) Increase the amount of Accommodation Tax collections in FY09 by 6%
- 4) Increase the number of visitor sessions to our website (greatfallscvb.visitmt.com) in FY09 by 10%.
- 6) Attend at least two separate Convention and Event trade shows in FY09.
- 7) Bid and secure at least two events or conferences to be held in Great Falls with attendance for each over 500

Portions of Marketing Plan supporting this project:

FY09 Goals #1, #3, #5

This project supports the following Strategic Plan Goals:

#1 Increase four-season tourism revenues statewide through effective marketing and promotions focusing on high value, low impact visitors.

#4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

PROJECT BUDGET:

**FY 09 Convention and Events Marketing
Tradeshow Line Item**

PROJECT COSTS STATE TOURISM FUNDS OTHER FUNDS TOTAL

Trade Show Expenses

Registration/Exhibit Fee	\$835.00		\$835.00
Lodging	\$700.00		\$700.00
Air Transportation	\$700.00		\$700.00
Ground Transportation	\$30.00		\$30.00
Membership Dues	\$250.00		\$250.00
Shipping of Materials	\$400.00		\$400.00
Per Diem	\$150.00		\$150.00
Miscellaneous	\$25.00		\$25.00
Project Total	\$3090.00		\$3090.00