

Approved Audits/Applications Committee 5/8/09

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Opportunity Marketing- Fearn's Yellowstone
National Park Map Brochure

Application Completed by: Carol Lindseth

Approval Requested

Final

Preliminary

Need for the project:

The Great Falls CVB would like to place print advertising to promote Great Falls as a stopover between the two National Parks, Glacier and Yellowstone. This drive market has the potential to bring additional visitors to Great Falls and will hopefully encourage travelers to spend at least one day and 2 nights in our area.

We will be using the same format as last year when we did advertise in each of these two brochures, with the addition of our new logo and updated photos.

Objectives of Marketing Plan that support this project:

1) Increase the amount of Accommodation Tax collections in FY10 by 6%

Portions of Marketing Plan supporting this project:

FY09 Goal # 1

This project supports the following Strategic Plan Goal(s):

#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.

Does this project support the Strategic Plan? Yes

This project supports the following Strategic Plan Goal(s):

#4-Use historic/cultural attractions as venues for events and promote commemorations of historic events in Montana.

PRINTED MATERIALS

Description: Fearn’s Yellowstone National Park Map Brochure

Size/pages: Full Color, 16”x18” (folding to 4”x9”) brochure

Ad Size: 9” tall x 4” wide

Distribution: Certified Folder Locations—Routes include: Butte/I-15 & I-90, Yellowstone route, Billings, Cody Area, Salt Lake City Area. Distributed May through October.

Quantity: 100,000

PROJECT BUDGET:

FY 09 Opportunity Marketing-Yellowstone National Park brochure

PROJECT COSTS

	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Placement	\$900.00		\$900.00
PROJECT TOTAL	\$900.00		\$900.00