

**Approval Requested**

**Final**

**Preliminary**

**Organization Name:** Great Falls Convention & Visitors Bureau

**Project Name:** FY 09 Convention and Events Marketing  
Promotional Bags

**Application Completed by:** Jennifer Heintz      **Approved Audits/Apps  
Committee 3/16/09**

*Need for the Project:*

The Great Falls CVB is requesting the approval to use \$2031.60 of our Convention and Events Bidding and Recruitment budget to purchase 20,000 promotional biodegradable plastic bags. The bags will have the Great Falls CVB logo and website address and will be used to distribute at tradeshow or will be filled with local promotional information for Great Falls convention attendees.

These bags will be 10x13 in size, clear in color, with a die cut handle. They will be printed with our two color logo and website on both sides of the bag for better exposure.

The Great Falls CVB has received quite a few requests for convention bags during local events. These will be available to distribute to local conventions and also to use at the tradeshow we attend in the future. This type of project will be difficult to evaluate but the CVB will seek feedback from convention planners about using the bags.

*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](http://greatfallscvb.visitmt.com)) in FY09 by 10%.
  
- 6) Attend at least two separate Convention and Event trade shows in FY09.

*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  
Bidding and Recruitment**

**PROJECT COSTS    STATE TOURISM FUNDS    OTHER FUNDS    TOTAL**

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**Convention bag costs  
Quantity 20,000**

<b>10”X13” plastic convention bags</b>	<b>\$1511.60</b>		<b>\$1511.60</b>
<b>Shipping Charges</b>	<b>\$200.00</b>		<b>\$200.00</b>
<b>Plate Color Charge</b>	<b>\$250.00</b>		<b>\$250.00</b>
<b>Wendt Account Mgmt</b>	<b>\$30.00</b>		<b>\$30.00</b>
<b>Wendt Art Production</b>	<b>\$40.00</b>		<b>\$40.00</b>
<b>Project Total</b>	<b>\$2031.60</b>		<b>\$2031.60</b>