

Approved Audits/Applications Committee 4/15/09

Approval Requested

Final

Preliminary

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Convention & Events Marketing
Bidding and Recruitment - SGMP

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 SGMP conference. However, after doing research, we feel the Government meeting planner niche is a good target market for Great Falls. We need promotional items to give away at this tradeshow. We are sending out a pre show mailer to all registered attendees inviting them to our booth for a "Special Montana Treat." We would like to give away 4 oz. bags of Hi-Country beef jerky to people who bring the pre show mailer by our booth. We also would like to have individual samples at our booth to give away. In order to track our tradeshow leads, we will have registration forms for people to fill out and enter to win our big giveaway. For this prize drawing we would like to buy a digital picture frame and load pictures of our region. The Great Falls CVB also needs to purchase a table cloth with our new logo printed on the front, which will be used at all the tradeshow we attend in the future.

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
Bidding and Recruitment - SGMP Tradeshow**

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Hi-Country Beef Jerky	\$190.00		\$190.00
Tradeshow Table Cloth	\$195.00		\$195.00
Digital Picture Frame	\$80.00		\$80.00
Project Total	\$465.00		\$465.00