

Approved Audits/Applications Committee 5/6/09

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Convention and Events/Bidding and Recruitment

Application Completed by: Carol Lindseth

Approval Requested

Final

Preliminary

Need for the project:

We need to reprint 250 inserts for our Tradeshow Folder that we use to bring meeting and conventions into Great Falls. We have 250 outside folders from the last printing that we did , but waited to reprint the final inserts as hotel and restaurant information in the community changes often.

Objectives in Marketing Plan that support this project

1) Increase the amount of Accommodation Tax collections in FY10 by 2%

4) Increase the number of visitor sessions to our website (greatfallscvb.visitmt.com) in FY10 by 10%.

Portions of Marketing Plan supporting this project:

FY10 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.

#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:

FY10 Goals #1, #2, #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.

Printed Materials:

Description: reprint inserts for the Tradeshow Folder

Size/Pages: 9 1/2" X 6 1/2" inserts 10 total (2 on Matte Cover both 4/0) plus (8 on Matte Test 1-4/4, 1-4/0, 5-2/2 and 1-2/0

Cover Ink: 4/0 with Bleeds

Text Ink: 4/4, 4/0, 2/2, & 2/0 with bleeds

Cover Paper: 80# Fortune Matte Cover

Text Paper: 80# Fortune Matte Test

Bindery: Cut Covers to 9 1/2" X 6 1/2" and also inserts but 8 inserts will have to be cut diagonally on top left to fit like samples

Distribution: at our trades shows as required

Quantity: 250

PROJECT BUDGET:

FY 09 Convention and Events/Bidding and Recruitment/folder reprints

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Design/changes	\$120.00		\$120.00
Printing	\$1208.00		\$1208.00
PROJECT TOTAL	\$1328.00		\$1328.00