

Application for Projects over \$500

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

Project Name: **Great Falls Brochure**

Application Completed by: **Carol Lindseth**

Approval Requested
<input checked="" type="checkbox"/> Final
<input type="checkbox"/> Preliminary

Need for the project:

We have produced a four-color brochure for the community of Great Falls which highlights recreational, historical, and cultural attractions. We are currently distributing this brochure at VIC centers across the state and in several targeted Certified Folder routes within the state. It is also used as our fulfillment piece for our warm season magazine ads and anyone requesting information about Great Falls and our area.

We will need to reprint this brochure as our current production will not match our need. We will also need funds for additional distribution for FY09/10. No changes will be made to the original design or content.

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.

PROJECT BUDGET: CONSUMER MARKETING, COLLATERAL MATERIAL

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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Reprinting costs	\$3439	\$3439
Distribution	\$2000	\$2000
PROJECT TOTAL	\$5,439	\$5439

PRINTED MATERIAL:

Publication: Great Falls Brochure

Quantity: 30,000 brochures

Size: 9" x 16" - 4 panel

Folding to 4" x 9"

4/4 with bleeds aqueous coating

100# coated white text

Ad Sales: No

Distribution Plan (areas and method): Certified Folder - Glacier Route, Helena/Great Falls Route, Missoula Route,