

## Application for Projects over \$500

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

**Project Name:** Canadian Market Warm Season  
**Visit Great Falls/GF Tribune Placement 2011**

**Application Completed by:** Carol Lindseth

**Approval Requested**

**Final**

**Preliminary**

*Need for the project:*

The Great Falls CVB will analyze print media whose demographics include the target audience described in Montana’s 5-year Strategic Plan, as well as those that have a proven success record for Russell Country or Montana as a whole. One of the areas identified is the Canadian market, specifically Alberta. These areas are similar in interests as well as other demographics and have proven to be a steady source of visitors for Great Falls and the surrounding areas. Canadians are very interested in the National Parks as well as the history of Charles M. Russell. The GF CVB is proposing a Canadian campaign, targeting those areas where many of our visitors are located. We are able to complete this campaign with the budget rollover reallocation. The Great Falls Tribune is publishing a print magazine “Visit Great Falls” and the GFCVB will have an insert – full page and full color ad. The Great Falls Tribune has expanded distribution to include not only Lethbridge but Medicine Hat for a total of 27,000 copies which will be distributed with each run. The Great Falls Tribune has aligned the publishing dates to match with seasonal events and opportunities. Dates are listed below. This will increase the Canadian travel to Great Falls for shopping and recreation.

*Objectives in marketing plan that support this project*

- 1) Increase the amount of Accommodation Tax collections in FY11 by 7%.
- 2) Increase the number of visitor sessions to our website in FY11 by 10%

*Portions of Marketing Plan supporting this project:*

FY11 Goals #1, #2

*This project supports the following Strategic Plan Goals:*

- #1 – Increase four-season tourism revenues 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: Print Campaign/Visit GF insert full page & color Lethbridge & Medicine Hat Newspaper- May 13, July 8, September 23, November 11 \* & December 9 2011 Tribune will cover the creative.**

| PROJECT COSTS                 | STATE<br>TOURISM FUNDS | OTHER<br>FUNDS | TOTAL            |
|-------------------------------|------------------------|----------------|------------------|
| <b>Professional services:</b> |                        |                |                  |
| Placement                     | \$ 3350.00             |                | \$3350.00        |
| <b>Project total</b>          |                        |                | <b>\$3350.00</b> |