

Application for Projects over \$500

Organization Name: Great Falls Convention & Visitors Bureau

Project Name: Walking Tour Brochure/cooperative mktg FY11/12

Application Completed by: Carol Lindseth

Approval Requested

Final

Preliminary

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

The Great Falls CVB will help a community non-profit organization, the City of Great Falls/Cascade County Historic Preservation Office print 10,000 Walking Tour Brochures. This brochure will interpret the historic resources in the Northside Residential Historic District (NR listed 1991) in Great Falls. \$1500 has been requested from the Great Falls CVB to match a Montana Certified Local Government grant for printing.

The goals of the Historic Preservation Office are to develop a visually appealing and culturally rich community and to manage growth to preserve our resources, environment, and sense of community. These brochures will attract visitors interested in our heritage to our city and extend their stay to learn more of our unique buildings and history.

Objectives:

- 1) Increase the amount of Accommodation Tax collections in FY11/12 by 2%

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.

*Does this project support the Strategic Plan? **Yes***

This project supports the following Strategic Plan Goal(s):

- #4-Use historic/cultural attractions as venue for event and promote commemoration of historic events in Montana.

Printed Materials

Description: Walking Tours Brochures

Size: 4" x 8.5" - 12 page self cover

Ink: 2/2 with bleeds

Paper: 100# gloss text

Proofs: Digital color proofs

Bindery: Saddle stitch

Distribution: free distribution to VIC centers around the state, and mailed upon request.

Quantity: 10,000

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
Brochure Printing	\$1500.00		\$1,500.00
PROJECT TOTAL	\$1500.00		\$1500.00