

**Approved Audits/Apps Committee
7/16/08**

ORGANIZATION NAME: Helena Convention Visitors Bureau
APPLICATION COMPLETED BY: Mike Mergenthaler
PROJECT NAME: Tear Off Map

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

Need for the project:

The Helena CVB is doing a re-print of a tear off map that we have used in the past. This map gives travelers an easy way to get around Helena and an easy way to find various Landmarks and Attractions. One side of the map is a street guide that has the Landmarks and Attractions numbered on the map. The reverse side has an area recreation guide that shows areas to camp, fish, ski, hike and locate other outdoor activities.

We would like to print 20,000 of these maps and to be able to utilize a local printer that has previously printed the map thus avoiding additional costs such as set up fees that would be charged by other printers.

The map is given to local businesses such as hotels, museums and other tourist locations to be handed out to travelers and those who need help in finding their way around Helena.

Develop Objectives:

To give visitors to the area a simple map of Helena that highlights local attractions and Landmarks.

Identify the portions of your marketing plan which support this project.

Increase awareness in Helena's historic, cultural and recreational attractions among meeting and convention planners, helping them view Helena as a "see and do" destination.

Does this project support the Strategic Plan? Yes

Goal 4 Action 1: Promote Montana's existing historic and cultural assets for the enjoyment of residents and visitors.

Detail pages attached: Yes

Budget: Attached

PROJECT BUDGET:

Tear Off Maps

PROJECT COSTS	LODGING TAX	OTHER FUNDS	TOTAL
Printing 20,000 Maps	\$ 1500.00		\$ 1500.00
Size 8 ½ x 11			
Total	\$ 1500.00		\$ 1500.00

PRINTED MATERIALS

Publication__Helena Tear off Maps_____ Quantity__20,000_____

Size__8 ½ x 11_____

Ad Sales (Yes or No)__No_____ Percentage _____

Distribution Plan (areas & method)__Local hotels, visitor's centers, Mt History Museum, Last Chance Tour Train, Airport Visitor Information Center, Exploration Works, Downtown Helena Businesses and other tourism destinations. These will be hand delivered by the CVB Committee.