

Approved Audits/Applications Committee 6/29/09

Organization Name Miles City CVB

Project Name TypeRider

Application Completed by John Laney

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.

I would like to enter into a joint venture with Custer Country again to continue TypeRider. TypeRider is a social marketing creation of Cynroc, Custer Countries ad agency. This is a venture we entered into last fiscal year with Travel Montana, Billings CVB, and several private partners. It uses loop tours into our given areas with reviews written after words as a way of marketing given events and venues to motorcycle riders as well as other travelers. This will be the second year of this program and I think this is a pivotal year for this project. This year will truly expose it's worth. I would like to use FY09 Joint Venture Funds.

Objectives:

Include the objectives from the narrative portion of your marketing plan that support this project. TypeRider has a great deal of potential as a vacation recruiting tool. I see it taking on a life of its' own as a vacation planner. It speaks to a very specific group yet it opens doors to many others and should prove to be a great value when fully functional.

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

Goal #1,4,5

How does this project support the Strategic Plan?

Goal #2,3,4,8,9,&10

PROJECT BUDGET

PROJECT COST	LODGING TAX	OTHER FUNDS	TOTAL
TypeRider	\$3,000.00	0	\$3,000.00
PROJECT TOTAL	\$3,000.00	0	\$3,000.00