

## Application for projects over \$500

Organization Name Miles City CVB

Approved Audits/Apps  
Committee 3/6/09

Approval Requested

Final

Preliminary

Project Name Street Banners

Application Completed by John Laney

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 use current uncommitted funds to purchase street banners. These banners are "Welcome" banners that will stretch from the new commercial district to Historic Main Street. It is a large issue to direct traffic to and from a split business district. Not only does this help form a conscious pathway but it will be very eye appealing for visitors entering Miles City from all directions. These banners are custom made and are a unique welcome to Miles City. These banners are 30"x 60" and will hang from street light poles in a alternating pattern from all directions to Main Street. This plan will utilize some preexisting bracketing from other banners that are aged as well as new brackets to accommodate 4 new banners. There will also be 4 -30 x 90 Banners to fit on preexisting brackets hanging in the more open areas between the 2 shopping areas. These probably are not what one would look on as outdoor signage but they add to a pleasing attitude as you enter town. Our brand is in fact a brand and it is displayed proudly on the proof banner that has been produced. As you can see these banners serve many uses, as a welcome, a directional guide, beautification, and a source of city pride. All for under \$2000.00

### Objectives

Include the objectives from the narrative portion of your marketing plan that support this project.

This project will inform travelers as to our feelings about them as well as direct them in town, it will provide great economic benefits as it will act as a pathway for retail shoppers, it will also help in tourism education because we plan to make people aware as to who,how and why these banners were purchased. Also it brings attention to tourism with city government because the city crew will be mounting these on the city light poles.

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Refer to the portions of your marketing plan, which support this project.

Same as above

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How does this project support the Strategic Plan?

The most important thing that this project does is it will show a strong commitment to the tourism partners in Miles City because this addresses a problem that exists in moving traffic between a geographically divided retail area. It also serves as a mechanism to push people to our Historic Districts that are located between our retail trade areas.

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**Budget 12- 30x60 Banners \$1320.00**

**4- 30x90 Banners \$560.00**

**Art Work \$50.00**

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**Total \$1930.00**