

Approved Audits/Applications Committee 5/8/09

**Organization Name** Miles City CVB

**Project Name** Visitors Sleeve

**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 purchase a 1/2 page of the Visitors Sleeve to be placed around the daily copy of The Miles City Star. The Star is the local newspaper and is given as a complimentary copy in every motel in Miles City. This sleeve is a 4 page tourist information piece that includes a city map, points of interest, schedule of events, etc.

**Objectives:**

Include the objectives from the narrative portion of your marketing plan that support this project. This piece is a great ad piece for ongoing events as well as upcoming events, it is a condensed ad piece for tourist event plans. It is a drive piece that has had proven success in the past. We did this last year and it proved to both drive people to events but also increased stays and revisits.

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?

This is a highly targeted advertising piece, based on the marketing plan and can and has been easily tracked. It gives a great push to existing functions as well as enhancing returns for future events.

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Publication: Miles City Star

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**REGION/CVB PROJECT BUDGET  
PROJECT NAME**

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONALSERVICES:</b>					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	\$0		\$0		\$0

<b>MARKETING/ADVERTISING:</b>					
Print advertising	\$1200.00	+	\$0	=	\$1200.00
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>			\$0		

<b>TRAVEL:</b>					
Personal Car	\$0	+	\$0	=	\$0
Commercial Transportation	\$0	+	\$0	=	\$0
Meals	\$0	+	\$0	=	\$0
Lodging	\$0	+	\$0	=	\$0
Vehicle Rental	\$0	+	\$0	=	\$0
<b>TOTAL</b>	\$0		\$0		\$0

<b>OTHER:</b>					
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
<b>TOTAL</b>			\$0		

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<b>REGION/CVB</b>	<b>PROJECT</b>				
<b>TOTAL</b>		\$1200.00	+	\$0	\$1200.00