

## Approved Audits/Applications Committee 11/9/09

Organization Name Miles City CVB

Project Name Print advertising (Custer Country Guide)

Application Completed by John Laney

Approval Requested

  X   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 use \$1200.00 of my print ad budget to do a full page color ad in the Custer Country Tourism Guide. This is a great guide that has a wonderful distribution set up so we are sure that the guide is getting into the hands we want. This is a great place for us to have a big presence.

Objectives

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

Goals #1,2,3,4,5,6.

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

Goals #1,2,3,4,5,6.

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How does this project support the Strategic Plan?

Goals #1, & 5.

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You may put additional information on the back if necessary.

**Please complete the appropriate project pages attached. If complete information is not available at the time of the application, it will be necessary to submit these details to the Audits/Applications Committee for final approval, prior to commitment of funds.**

**Detail pages attached**

**(You are not required to use these forms; however, all of the information must be provided in your application for full approval)**

**Budget page must be attached for approval.**

**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
<b>TOTAL</b>	<b>\$0</b>				<b>\$0</b>

<b>MARKETING/ADVERTISING:</b>					
Custer Country Guide	\$1200.00	+			\$1200.00
	\$0	+			\$0
	\$0	+			\$0
<b>TOTAL</b>					<b>\$0</b>

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

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

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