

Approved Audits/Applications Committee 11/9/09

Organization Name Miles City CVB

Project Name Print Advertising (Holiday Shopping)

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 utilize \$1000.00 of my Print Ad budget for a regional print ad campaign to promote overnight stays for regional Christmas Shoppers. The Miles City Star prints a regional paper (the Farmer/Rancher Addition) that is distributed in a 250 mile radius of Miles City. We have struck a deal with the local hoteliers that they will offer discounted rates for the weekends leading up to Christmas if we market to our regional trade area. This will be a win-win for the hoteliers as well as the businesses of Miles City.

Objectives

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

Goals #1,2,3,4,5

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

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

How does this project support the Strategic Plan?

Goals #1, & 5.

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
PROFESSIONALSERVICES:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0

MARKETING/ADVERTISING:					\$1000.0
“Holiday Shoppers Promotion”	\$1000.00	+	\$0	=	0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL			\$0		

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

OTHER:					
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
	\$0	+	\$0	=	
TOTAL					

REGION/CVB	PROJECT				
TOTAL		\$1000.00	+	\$0	\$1000.00
					0