

## Application for projects over \$500

Organization Name Miles City CVB

Project Name Baxter Black Radio Ads

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.

**Miles City sponsors a Fall Festival that takes up the entire month of October, and the Chamber brings in an act of some sort to end it. This year the Chamber has booked Baxter Black, a cowboy poet and humorist. I would like to use \$700.00 of my radio ad money to help them reach a regional market which will generate out of town and state visitors. The Chamber has already sent tickets as far away as Nebraska without any advertising. This would be a great help to the town as it will bring people to the event and hopefully the weekend. Baxter Black will be at the MCC campus Friday night October 29<sup>th</sup>. We will use the regional AM/FM stations with a coverage radius of 300 miles. All ads will run 6a to 7p.**

Objectives:

**To bring people from outside the local area to see Baxter Black and to spend the final weekend of Fall Festival in Miles City.**

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

**Supporting and trying to grow a local event. Reaching outside the area to bring visitors to town for overnight stays.**

How does this project support the Strategic Plan?

**Highlighting a community event and offering quality entertainment to the region will increase revenues and exposure to Miles City.**

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**

Baxter Black Radio Ads

	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>					
KATL, KYUS/KMTA, KIKC	\$700.00	+	\$0	=	\$700.00
	\$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	=	
<b>TOTAL</b>	\$700.00				\$700.00

<b>REGION/CVB</b>	<b>PROJECT</b>				
<b>TOTAL</b>		\$700.00	+	\$0	\$700.00