

Application for projects over \$500

Organization Name Miles City CVB

Project Name Radio Advertising (BHS)

Approval Requested

Final

Preliminary

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 \$1500.00 to advertise the Thursday night concert to be held in conjunction with the Miles City Bucking Horse sale along with the Match Bronc Ride held on Sunday. I feel this has been a huge benefit to the first and last day of the sale growing the attendance for both days and keeping people through the weekend. The goal is to grow to 6 days so these days are key.

Objectives

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

This campaign will inform both travelers and interested listeners to the two events. The very nature of these events is to stretch the time people are in town for the Bucking Horse Sale as well as to stimulate the local economy. The goal is to grow this into a 6 day event with people coming the day before and staying the day after the 4 day event.

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

These events are designed to increase stays as well as to expose people to upcoming events of the same nature such as the Eastern Montana Fair and others.

How does this project support the Strategic Plan?

An easily tracked ad campaign that will increase attendance at this event as well as give us the ability to showcase ourselves and future events.

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 Yes No

(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:					
Radio	\$1500.00	+	\$0	=	\$1500.00
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL			\$0		

BROADCAST ADVERTISING

Type of medium (circle one): Radio Television

City of Location Miles City Length of Spot 30

Area of Coverage 300 mile radius No. Dakota , So. Dakota, Wyoming ,Eastern and Central Montana