

## Application for projects over \$500

Organization Name Miles City CVB

Project Name Print Advertising/ Motel Wrap

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 use \$1200.00 to purchase a newspaper wrap for all papers delivered to the area motels. We have done this before with great results. Travelers as well as event planners love it because it gives the calendar of events for Miles City. We have witnessed return visitors because they see events and can plan to stop on their way back through. It's a great piece at a great price.**

Objectives:

**To attract visitors to local events and to also stimulate return visitors.**

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

**Supporting and trying to grow all local events. Letting people know what we have to offer. Cultivates return visitors.**

How does this project support the Strategic Plan?

**Event publication for the area as well as to stimulate return visitors. Both priorities in the strategic plan**

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**

Website Update

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

**MARKETING/ADVERTISING:**

Print/ Motel Wrap	\$1200.00	+	\$0	=	\$1200.00
		+	\$0	=	\$0
		+	\$0	=	\$0
<b>TOTAL</b>			\$0		\$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
<b>TOTAL</b>		\$0		\$0		\$0

**OTHER:**

		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
		+	\$0	=	
<b>TOTAL</b>	\$1200.00				\$1200.00

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