

## Application for projects over \$500

Organization Name Miles City CVB

Project Name Print Advertising/American Cowboy

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 \$1100.00 for a ad in American Cowboy Magazine. They are running a pictorial of 20 western towns this spring and I would like to place an ad in the issue. It will be great exposure and a way for people to have contact info. I think it is a great opportunity to get in front of "Our People".**

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 new as well as return visitors.**

How does this project support the Strategic Plan?

**Event publication for the area as well as to stimulate new as well as 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	=
<b>TOTAL</b>	\$0			\$0	\$0

**MARKETING/ADVERTISING:**

Print/ American Cowboy	\$1100.00		+		\$0	=	\$1100.00
			+		\$0	=	\$0
			+		\$0	=	\$0
<b>TOTAL</b>					\$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	=	
<b>TOTAL</b>	\$1100.00						\$1100.00

<b>REGION/CVB</b>	<b>PROJECT</b>	\$1100.00	+	\$0	\$1100.00
<b>TOTAL</b>					