

**Approved Audits/Applications  
Committee 4/28/09**

**Organization Name: MISSOURI RIVER COUNTRY**

**Project Name: Dell Office Computer, Keyboard and All in one Printer  
Opportunity/FY08/09**

Approval Requested

Final

Preliminary

**Application Completed by: Carla Hunsley, Executive Director**

**Date: April 24, 2009**

**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.**

Missouri River Country is requesting to purchase a Dell Optiplex 760 office computer, ergonomic keyboard and all-in-one printer. Total cost is \$1701.40 for all three units. This will also include 15 months of McAfee virus protection and Microsoft Office 2007 Professional and they will also come on site to set up the new system. These funds are to come out of the Missouri River Country Opportunity budget. The last computer was purchased in 2003, so we need to update.

The need for a computer comes without a need for explanation. Now days everything is computerized and to maintain a professional office an updated computer is necessary.

**Objectives**

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

Our objectives in purchasing a new computer, is to achieve and maintain a professional organization, promoting tourism to Missouri River Country. A computer is a necessity to the organization.

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

- 1) Increase arrivals and encourage extended stays and increased expenditures by our frequent repeat visitors by focusing promotions and advertising on the Warm Season, and raising visitors' overall level of awareness of Missouri River Country attractions and activities.
- 2) Increase awareness of Missouri River Country and the organization's role in regional tourism development.

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**Computer**  
**Opportunity FY08/09**

**How does this project support the Strategic Plan?**

Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

**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

**(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**

Opportunity Marketing  
Computer

	<b>State Tourism Funds</b>		<b>Other Funds</b>		<b>Total</b>
<b>PROFESSIONALSERVICES:</b>					
Dell Optiplex 760 Core2Duo	\$1,108	+	\$0	=	\$1,108
Windows Vista Business	\$0	+	\$0	=	\$0
DVD	\$0	+	\$0	=	\$0
22" Widescreen	\$0	+	\$0	=	\$0
Ergonomic Keyboard	\$60	+	\$0	=	\$60
All-in-printer	\$213	+	\$0	=	\$213
Microsoft Office 2007 Pro	\$262				\$262
15 months McAfee	\$60	+	\$0	=	\$60
<b>TOTAL</b>	<b>\$1,703</b>		<b>\$0</b>		<b>\$1,703</b>

**MARKETING/ADVERTISING:**

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

**TRAVEL:**

Freight/Shipping	\$0	+	\$0	=	\$0
Booth Space	\$0	+	\$0	=	\$0
Transportation	\$0	+	\$0	=	\$0
Meals (dinner receptions)	\$0	+	\$0	=	\$0
Lodging	\$0	+	\$0	=	\$0
Misc. (vehicle rental, per diem)	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$0</b>		<b>\$0</b>		<b>\$0</b>

**OTHER:**

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

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<b>REGION/CVB PROJECT TOTAL</b>	<b>\$1,703</b>	<b>+</b>	<b>\$0</b>	<b>=</b>	<b>\$1,703</b>
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