

Approved Audits/Applications Committee 5/6/09

Organization Name: MISSOURI RIVER COUNTRY

Project Name: Opportunity Marketing-Great Lakes Airlines In-flight Magazine-Peaks and Plains

Application Completed by: Carla Hunsley, Executive Director

Date: April 29, 2009

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.

For almost a year Missouri River Country did not have air service. Big Sky Airlines went out of business in March of 2008. Great Lakes Airline returned flights in Sidney, Wolf Point and Glasgow in February of this year. On their planes they have a magazine called *Peaks and Plains*. Bored and restless, passengers often pull *Peaks and Plains* out of the seat-back pocket in front of them, flip through the pages, then settle in for an hour or more of interesting reading.

Travelers will sometimes make notes in the margins or even rip articles from the magazine for later reference. Many passengers tuck the complimentary issue of *Peaks and Plains* into their briefcases or carry-on-bags, to be passed along to friends and relatives.

Missouri River Country thought it was a good opportunity to advertise in *Peaks and Plains*. While business people are the primary travelers, we feel that the potential is there for them to revisit with their family and friends.

Missouri River Country would like to place a half page ad in the summer issue and the fall issue of *Peaks and Plains* magazine. The total cost for the two publications will be \$2010. The summer issue will be June 2009-August 2009 and the fall issue will run September 2009-November 2009.

Objectives

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

Our objective is to increase our repeat visitors.

1.1e Conduct research annually to measure results of advertising and web marketing, and improvements in return on investments.

3.1 Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.

Opportunity-Peaks and Plains

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. The Warm Season is identified as April – October.

- 2) Promote and support Missouri River Country's newer attractions, including the Ft. Peck Interpretive Center & Museum, the Dinosaur Trail and the Northeast Montana Birding Trail.

- 4) Increase awareness of Missouri River Country and the organization's role in regional tourism development.

- 5) Promote our unique outdoor recreation activities, including hunting and fishing opportunities and the new Brush Lake State Park.

How does this project support the Strategic Plan?

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.

Goal 4: Enhance and preserve Montana's culture and history.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and 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

Peaks & Plains Ad

	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
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
MARKETING/ADVERTISING:					
Peaks and Plains Summer Issue	\$1,005	+	\$0		\$1,005
Peaks and Plains Fall Issue	\$1,005	+	\$0	=	\$1,005
	\$0				\$0
	\$0				\$0
	\$0				\$0
	\$0				\$0
	\$0				\$0
	\$0				\$0
	\$0	+	\$0	=	\$0
TOTAL	\$2,010		\$0		\$2,010
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
TOTAL	\$0		\$0		\$0
OTHER:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
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REGION/CVB PROJECT TOTAL	\$2,010	+	\$0	=	\$2,010