

Approved Audits/Applications Committee 12/22/09

ORGANIZATION NAME: Missouri River Country

PROJECT NAME: CDs

APPLICATION COMPLETED BY: Carla Hunsley, Executive Director

Approval Requested	
<input checked="" type="checkbox"/>	Final
<input type="checkbox"/>	Preliminary

Need for the project:

To attract high-value, low-impact visitors to our booth, we will create a CD containing our Travel Guide to provide a cost-effective fulfillment piece for distribution at trade shows and to mail out upon request. This piece will also be used to attract our region's target demographic to the trade show booth.

THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:

- 1.1.c Develop five targeted packages for show attendees.
- 1.1.c Disseminate at least 50 leads per show to tourism/recreation partners.
- 1.3.c Conduct at least one marketing workshop for tourism and recreation industry partners in each Region annually.

Does this project support the Strategic Plan? **Yes** **No** If so, describe how.

THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.
 1.3.c. Conduct educational workshops, presentations, and Webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.

Detail pages attached: Yes

Budget: Attached

Note:

This project for design and production was approved at the June TAC meeting. Shipping was not included as a budget line item. We had budgeted \$500 for design and \$1000 for production. I have changed the budget to include shipping charges still within the total budget of \$1500.

Shipping	\$100	+	\$0	=	\$100
Design	\$500	+	\$0	=	\$500
Production	\$900		\$0	=	\$900
TOTAL	\$1,500		\$0		\$1,500