

**Approved Audits/Applications Committee 9/24/09**

**Organization Name: MISSOURI RIVER COUNTRY**

**Project Name: Glasgow Brochure (reprint)  
FY 09/10 Cooperative Marketing**

**Approval Requested**

**Final**

**Preliminary**

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

**Date: September 16, 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 approval to use \$400 from our FY09/10 Cooperative Marketing Budget to help promote the town of Glasgow. There will not be any design costs. The current brochure doesn't need any changes so the only cost to redo the brochure will be the printing. The brochure answers basic questions about the Glasgow area, its resources and provides a map of Missouri River Country. The economic benefit of this information will enable visitors to make the decision to visit the area, thus increasing room occupancy. The photos show the retail and recreation offered in the area. 5000 of these colorful, 9"x4" brochures will be printed. The brochure will be placed in various tourist information racks and to all tourism regions. Missouri River Country will help distribute the brochure at out of state trade shows.*

**Objectives**

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

*Increase the amount of Bed Tax collections in FY10 by 5% over FY09.  
Spend 100% of the budget allocated on co-op partnership.*

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

*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.*

*Seek co-operative marketing opportunities with the state of Montana and other appropriate entities.*

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

- 1) Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.*
- 5) Support appropriate tourism business growth, including new tourism products and services, for target customer markets.*

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    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**

Glasgow Brochure Reprint

FY09/10 Cooperative Marketing

	<b>State Tourism Funds</b>		<b>Other Funds</b>		<b>Total</b>
<b>PROFESSIONAL SERVICES:</b>					
Printing 5000	\$400		\$400		\$800
Shipping	\$0		\$0		\$0
Layout/Design	\$0		\$0		\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$400</b>		<b>\$400</b>		<b>\$800</b>
<b>MARKETING/ADVERTISING:</b>					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
		+	\$0	=	\$0
<b>TOTAL</b>	<b>\$0</b>		<b>\$0</b>		<b>\$0</b>
<b>TRAVEL:</b>					
	\$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>
<b>OTHER:</b>					
	\$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>\$400</b>	+	<b>\$400</b>	=	<b>\$800</b>