

**Approved Audits/Applications Committee 10/30/09**

**Organization Name: MISSOURI RIVER COUNTRY**

**Project Name: Wild Bunch Art Show Advertising  
Two Rivers Economic Growth, Inc.  
FY 09/10 Cooperative Marketing**

<b>Approval Requested</b>
<u>  X  </u> Final
<u>      </u> Preliminary

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

**Date: October 26, 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 \$990.49 from our FY09/10 Cooperative Marketing Budget to help promote Glasgow and the surrounding areas. The “Wild Bunch of Montana Artists” goal is to attract interested visitors from Canada, Eastern North Dakota and the state of Montana to Glasgow for a professional high quality art show. Advertising will take place throughout a 200 mile radius of Glasgow.*

*Most monies for the show, including advertising, will be spent in Missouri River Country. Visitors to the art show will spend several hours or more at the show visiting with artists, enjoying coffee and cookies, and great art. These visitors will patronize restaurants, motels, gas stations, etc. Visitors coming to Glasgow will buy food, gas, lodging, and art. Chamber of Commerce figures show that visitors spend at least \$100 a day.*

*See attached advertising budget sheet for a list of publications and radio stations and coverage areas.*

**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**

Wild Bunch Art Show

FY09/10 Cooperative Marketing

	<b>State Tourism Funds</b>		<b>Other Funds</b>		<b>Total</b>
<b>PROFESSIONAL SERVICES:</b>					
Printing	\$0		\$0		\$0
Shipping	\$0		\$0		\$0
Layout/Design	\$0		\$0		\$0
<b>TOTAL</b>	<b>\$0</b>		<b>\$0</b>		<b>\$0</b>

**MARKETING/ADVERTISING:**

**PRINT**

Glasgow Courier	\$125	+	\$125	=	\$250
Phillips County News	\$54	+	\$54	=	\$108
Herald News	\$32		\$32		\$64
Free Trader	\$155		\$155		\$310
<b>RADIO</b>		+	\$0	=	\$0
<b>KLTAZ/KLAN Glasgow</b>	\$250		\$250		\$500
<b>KMMR Malta</b>	\$75		\$75		\$150
<b>KVCK Wolf Point</b>	\$150		\$150		\$300
<b>KEYZ Williston, ND</b>	\$150		\$150		\$300
<b>TOTAL</b>	<b>\$991</b>		<b>\$991</b>		<b>\$1,982</b>

**TRAVEL:**

	\$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>

**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>

---



---

<b>REGION/CVB PROJECT TOTAL</b>	<b>\$991</b>	<b>+</b>	<b>\$991</b>	<b>=</b>	<b>\$1,982</b>
---------------------------------	--------------	----------	--------------	----------	----------------