

Approved Audits/Applications Committee 11/10/09

Organization Name: MISSOURI RIVER COUNTRY

**Project Name: Consumer Exhibiting/Eastern Sports & Outdoor Show
Harrisburg, PA**

Application Completed by: Carla Hunsley, Executive Director

Date: November 3, 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.

Missouri River Country requests \$6215 from our Consumer Exhibiting, Trade Show funds to reserve a booth space for the Eastern Sports & Outdoor Show, as well as pay for expenses such as transportation, motel, meals and any misc. items associated with exhibiting there.

The Eastern Sports & Outdoor Show is in its 55th consecutive year. The show runs from February 6-14, 2010 in Harrisburg, PA. The audience is fishermen, hunters (bow and gun), and other outdoor enthusiasts. This show is the largest outdoor show in the U.S. with over tens of thousands attendees over the nine days. The attendees come from fifteen different states, including, Pennsylvania, Maryland, New York, New Jersey, Delaware, West Virginia, Virginia, Connecticut, Vermont, North Carolina, Kentucky, Tennessee, Ohio, Massachusetts, and Maine.

Missouri River Country decided to do this trade show after careful consideration. The audience this show attracts and the attendees that come from the fifteen surrounding states makes this show cost effective. Several years ago we did this same show and it proved to show interest to coming to Missouri River Country. Pennsylvania is one of our top inquiry states.

Objectives

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

1.1.c Develop five targeted packages for show attendees.

1.1.c Disseminate at least 50 leads per show to tourism/recreation partners.

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.
- 3) Seek co-operative marketing opportunities with the state of Montana and other appropriate entities.
- 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.
- 6) Promote regional conventions, events and shopping.

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.
Address management and access issues for sustainable recreation on private, state and federal lands.
Enhance and preserve Montana's culture and history.

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

Consumer Exhibiting FY10

Eastern Sports & Outdoor Show-Harrisburg, PA

	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
TOTAL	\$0		\$0		\$0
MARKETING/ADVERTISING:					
		+	\$0	=	\$0
		+	\$0	=	\$0
		+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
TRAVEL:					
Freight/Shipping	\$50	+	\$0	=	\$50
Booth Space	\$1,320	+	\$0	=	\$1,320
Transportation	\$2,000	+	\$0	=	\$2,000
Meals (dinner receptions)	\$1,020	+	\$0	=	\$1,020
Lodging	\$1,400	+	\$0	=	\$1,400
Parking	\$100				\$100
Table and Chairs, etc.	\$150				\$150
Misc. (electricity)	\$175	+	\$0	=	\$175
TOTAL	\$6,215		\$0		\$6,215
OTHER:					
Coordination Costs	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	
TOTAL	\$0		\$0		\$0
<hr/> <hr/>					
REGION/CVB PROJECT TOTAL	\$6,215	+	\$0	=	\$6,215