

Approved Audits/Applications Committee 11/30/09

Organization Name: MISSOURI RIVER COUNTRY

Project Name: Consumer Exhibiting FY10 International Sportsman Exposition-Phoenix, AZ

Application Completed by: Carla Hunsley, Executive Director

Date: November 24, 2009

<p style="text-align: center;">Approval Requested</p> <p><input checked="" type="checkbox"/> Final</p> <p><input type="checkbox"/> Preliminary</p>

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 \$3150 from our Consumer Exhibiting, Trade Show funds to reserve a booth space for the International Sportsman Exposition Trade Show in Phoenix, AZ, as well as pay for expenses such as transportation, motel, meals and any misc. items associated with exhibiting there.

The show runs from February 26-28, 2010. The audience is fishermen, hunters (bow and gun), and other outdoor enthusiasts. We have done this show several years ago and we feel that it's time to go back. The last time we did it there was interest shown in visiting Montana and Missouri River Country.

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

International Sportsman Exposition-Phoenix, AZ

	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	\$300	+	\$0	=	\$300
Booth Space	\$1,250	+	\$0	=	\$1,250
Transportation	\$800	+	\$0	=	\$800
Meals (dinner receptions)	\$250	+	\$0	=	\$250
Lodging	\$200	+	\$0	=	\$200
Parking	\$100				\$100
Table and Chairs, etc.	\$150				\$150
Misc. (electricity, drayage)	\$100	+	\$0	=	\$100
TOTAL	\$3,150		\$0		\$3,150
OTHER:					
Coordination Costs	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	
TOTAL	\$0		\$0		\$0
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REGION/CVB PROJECT TOTAL	\$3,150	+	\$0	=	\$3,150