

Approved Audits/Applications Committee 9/30/09

Organization Name: MISSOURI RIVER COUNTRY

**Project Name: Consumer Exhibiting/Recreation Travel Expo
Billings, MT**

Application Completed by: Carla Hunsley, Executive Director

Date: September 24, 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 \$2175 from our Consumer Exhibiting, Trade Show funds to reserve a booth space for the Recreation Travel Expo, in Billings, MT, as well as pay for expenses such as transportation, motel, meals and any misc. items associated with exhibiting there.

The board discussed doing a trade show in Billings this year to attract closer visitors. Reports show that people are traveling shorter distances, so we decided to market the Billings area. People from Wyoming also attend the trade shows in Billings, so we will also be marketing to Wyoming travelers.

The show is 2 days, March 27-28, 2010 at the Metra Park Expo Center in Billings. Early registration will save us \$150. After October 15th the booth space will increase to \$1100, compared to \$950 before the 15th.

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

Recreation Travel Expo-Billings, MT

| | 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 | \$950 | + | \$0 | = | \$950 |
| Transportation | \$500 | + | \$0 | = | \$500 |
| Meals (dinner receptions) | \$300 | + | \$0 | = | \$300 |
| Lodging | \$300 | + | \$0 | = | \$300 |
| Parking | \$10 | | | | \$10 |
| Table and Chairs, etc. | \$25 | | | | \$25 |
| Misc. (vehicle rental, electricity) | \$40 | + | \$0 | = | \$40 |
| TOTAL | \$2,175 | | \$0 | | \$2,175 |
| OTHER: | | | | | |
| Coordination Costs | \$0 | + | \$0 | = | \$0 |
| | \$0 | + | \$0 | = | \$0 |
| | \$0 | + | \$0 | = | \$0 |
| | \$0 | + | \$0 | = | \$0 |
| TOTAL | \$0 | | \$0 | | \$0 |
| <hr/> <hr/> | | | | | |
| REGION/CVB PROJECT TOTAL | \$2,175 | + | \$0 | = | \$2,175 |