

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Calendar of Events

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

**Approval Requested**

**Final**  
 **Preliminary**

**NEED FOR THE PROJECT:**

Since we do not print our Travel Planner each year, Missouri River Country produces a separate Calendar of Events brochure to identify dates, times and locations of events and activities occurring in our region. The calendar includes information about Native American Powwows, rodeos, car shows, country music showdowns, art fairs, class reunions, county fairs, theatre productions, etc. – anything that might attract a tourist to the region or encourage them to extend their stay. Lodging facilities are listed on the back page. Updates to the Calendar of Events are done by the Executive Director. No design costs are incurred.

The Calendar of Events is distributed throughout Missouri River Country to and through area Chambers of Commerce, Visitors Centers and local businesses; is included in our press kit; and is also used as a fulfillment piece for visitor inquiries (in addition to our Travel Planner and other brochures).

**THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:**

- 1) Increase the amount of Bed Tax collections in FY10 by 5% over FY10.
- 4) Increase the number of web visits and page views on our website in FY11 by at least 5%.
- 6) Distribute 100% of our allocated Calendars of Events and Travel Planners throughout Missouri River County by June, 2011.

**PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:**

Goals: 1, 2, 5, 6

Target Geographic Markets

Target Demographics: A, B, C, D, E, F

Advertising Mediums Planned: F

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Goal 4: Enhance and preserve Montana's culture and history.

**Detail pages attached: Yes**

**Budget: Attached**

**NOTE: We would like to change the size of the Calendar of Events brochure to fit all the events in without making the print too small. This new size will be adding an extra panel. We will stay within the original budget.  
Size: 9x17 ½**

**REGION/CVB PROJECT BUDGET  
CALENDAR OF  
EVENTS**

	<b>State Tourism Funds</b>		<b>Other Funds</b>		<b>Total</b>
<b>PROFESSIONAL SERVICES:</b>					
Printing	\$1,200	+	\$0	=	\$1,200
<b>TOTAL</b>	\$1,200		\$0		\$1,200
<b>OTHER:</b>					
Distribution	\$700	+	\$0	=	\$700
<b>TOTAL</b>	\$700				\$700
<b>MISSOURI RIVER COUNTRY PROJECT TOTAL</b>	\$1,900	+	\$0		\$1,900

**PRINTED MATERIALS**

**Publication:** Calendar of Events

**Quantity:** 10,000 total

**Size:** 9" x 14", folds to 9" x 3.5"

**Ad Sales (Yes or No):** No

**Percentage:** n/a

**Distribution Plan (areas and method):** The Calendar of Events is distributed throughout Missouri River Country to and through area Chambers of Commerce, Visitors Centers and local motels, etc.