

Application for projects over \$500

Organization Name: MISSOURI RIVER COUNTRY

**Project Name: Montana Audubon Wings
Across the Big Sky Bird Festival Advertising
FY 10/11 Cooperative Marketing**

Approval Requested

Final

Preliminary

Application Completed by: Carla Hunsley, Executive Director

Date: March 28, 2011

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 \$500 from our FY10/11 Cooperative Marketing Budget to help promote the Montana Audubon Wings Across the Big Sky Bird Festival. This event will take place in Missouri River Country on June 3-5, 2011. The festival offers two different types of opportunities to explore the conservation of key bird habitats within the critical prairie grassland and sagebrush-dominated lands. We are encouraging families to come to Missouri River Country and join us in these field excursions to learn about opportunities to protect and enhance habitats for many rare and declining birds inhabiting the region.

The Glasgow Area Chamber of Commerce & Agriculture anticipates around 200 people participating in the festival, staying at local campgrounds and hotels. We expect lodging facilities and campgrounds to see increased overnights stays during the week of the festival, May 30-June 5th. The local merchants should also see some increase in revenue as there will be an Art Walk in Downtown Glasgow along with a Children's workshop at the Children's Museum on Friday evening.

Advertising will be through newspapers and websites out of the Missouri River Country area to attract residents and non-resident birders or those who want to learn about birding. The advertising funds will be used to advertise statewide and beyond.

See attached advertising budget sheet for a list of publications 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 FY11 by 5% over FY10.
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

MT Audubon Wings Across the Big Sky Bird Festival
FY10/11 Cooperative Marketing

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

TOTAL		\$0		\$0	\$
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MARKETING/ADVERTISING:

PRINT

Glendive Ranger	\$35	+	\$35	=	\$7
Herald News	\$40	+	\$40	=	\$8
Sheridan County News	\$26		\$26		\$5
Williston Herald	\$43		\$43		\$8
Plains Reported	\$38	+	\$38	=	\$7
Sidney Herald	\$42		\$42		\$8
Lewistown News	\$47		\$47		\$9
Havre Daily News	\$24		\$24		\$4
Cornell's Birdscope	\$205		\$229		\$43

TOTAL		\$500		\$524	\$1,024
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TRAVEL:

\$0	+	\$0	=	\$
\$0	+	\$0	=	\$
\$0	+	\$0	=	\$
\$0	+	\$0	=	\$
\$0	+	\$0	=	\$
\$0	+	\$0	=	\$

TOTAL		\$0		\$0	\$
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OTHER:

\$0	+	\$0	=	\$
\$0	+	\$0	=	\$
\$0	+	\$0	=	\$
\$0	+	\$0	=	\$

TOTAL		\$0		\$0	\$
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REGION/CVB	PROJECT TOTAL	\$500	+	\$524	=	\$1,024
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PUBLICATION/WEBSITE	YES/NO/STATUS	CONTACT PERSON	COST	FESTIVAL COMMITTEE CONTACT PERSON
PRINT = green				
WEB = blue				
Cornell's Birdscope	yes, listing of our festival in February issue and on website out now / Spring edition another \$50	Susanna Lawson	\$100.00	Larissa

Cornell's All About Birds - WEBSITE AD	2 months (April/May)	Susanna Lawson	\$334.00	Larissa
Outside Bozeman magazine	yes, added listing		free	Larissa
Birder's Digest	yes, added listing / 2.18.11		free	Larissa
Wild Optics.com				
Birders Journal Co				
American Birding Assoc				
Total			\$434.00	

Newspaper	City	Ad size	Day paper comes out	Cost / Ad	Total Cost	Dates to Run
Glendive Ranger Review	Glendive	2 column wide x 3 in	Sun, Thurs	\$35.44	\$70.88	May 12, May 15
The Herald News	Wolf Point	2 column wide x 3 in	Thurs	\$39.52	\$79.04	May 5, May 12
Sheridan County News	Plentywood	2 column wide x 3 in	Thurs	\$25.50	\$51.00	May 5 , May 12
Williston Herald	Williston	2 column wide x 3 in	Daily	\$42.60	\$85.20	May 11; May 15
Plains Reporter	Williston & Sidney	2 column wide x 3 in	Wed	\$25.20	\$75.60	May 4, May 11, May 18
Sidney Herald	Sidney	2 column wide x 3 in	Sun, Wed	\$41.40	\$82.80	May 11; May 15
Lewistown News-Argus	Lewistown	2 column wide x 3 in	Wed, Sat	\$47.10	\$94.20	May 11; May 14
Havre Daily News	Havre	2 column wide x 3 in	Daily	\$48.00	\$48.00	11-May

\$586.72 Total Cost Newspaper Advertising