

Application for projects over \$500

Organization Name: MISSOURI RIVER COUNTRY

**Project Name: Phillips County Museum Brochure Reprint
FY 10/11 Cooperative Marketing**

Application Completed by: Carla Hunsley, Executive Director

Date: August 24, 2010 REVISED 9/15/10

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 is requesting approval to use \$562 from our FY10/11 Cooperative Marketing Budget to help promote the Phillips County Museum and the town of Malta by reprinting the Phillips County Museum Brochure. Total printing and **shipping** costs are \$1121.98. This is a reprint from FY08/09. They will plan to print 2500 brochures. The brochure will measure 8 1/2" x 3 1/2" folded in size and will be distributed to regions in Montana, chambers, and other museums, and to out of state requests. Missouri River Country will also distribute them to trade shows.*

Since the first print they have distributed 2000 copies of the brochure to multiple regions of Montana as well as several states. The supply of brochures is beginning to run low. They are requesting funding to assist in paying for a reprint.

The goal of reprinting the brochure is to attract more tourism to the Phillips County region and Missouri River Country and to increase public awareness of the resources available at their Phillips County Museum and H.G. Robinson House & Gardens. By reprinting and distributing the brochure they can increase the number of visitors and make them aware of Malta's heritage and attractions.

Objectives

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

- 1) Increase the amount of Bed Tax collections in FY11 by 5% over FY10.
- 2) Spend 100% of the budget allocated on co-op partnerships.
- 3) Drive traffic to Missouri River Country attractions on the Dinosaur Trail, ultimately contributing to 10% or more increased visitation to those attractions.

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?

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

Enhance and preserve Montana's culture and history.

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
 Phillips County Museum Brochure
 FY10/11 Cooperative Marketing

	State Tourism Funds		Other Funds		Total
PROFESSIONAL SERVICES:					
Printing 2500	\$538		\$538		\$1,076
Shipping	\$24		\$24		\$48
Layout/Design	\$0		\$0		\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$562		\$562		\$1,124
MARKETING/ADVERTISING:					
		+	\$0	=	\$0
		+	\$0	=	\$0
		+	\$0	=	\$0
TOTAL			\$0	=	\$0
TRAVEL:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
OTHER:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0		\$0		\$0
REGION/CVB PROJECT TOTAL	\$562	+	\$562	=	\$1,124