

Application for projects under \$500

Organization Name: Missouri River Country

Project Name: Governors Conference Exhibitor Booth

Application Completed by: Carla Hunsley

Date: February 16, 2011

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 \$350 from our Consumer Exhibiting, Trade Show funds to reserve a booth space at the Montana Governor's Conference. The Executive Director and two board members will plan to man the booth and attend the conference. The two board members are from the Glasgow Chamber of Commerce and Malta Chamber of Commerce. They will be promoting Northeast Montana with the many attractions and events in Missouri River Country.

Objectives

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

Our goals are to attract people at the conference to our area. We will be giving them ideas to plan a trip this summer to Missouri River Country.

Develop five targeted packages for show attendees.

Detail pages attached Yes No

(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 FY11					
	Montana Governor's Conference-Helena					
	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	\$0	+	\$0	=	\$0	
Booth Space	\$350	+	\$0	=	\$350	
Transportation	\$0	+	\$0	=	\$0	
Meals (dinner receptions)	\$0	+	\$0	=	\$0	
Lodging	\$0	+	\$0	=	\$0	
Parking	\$0				\$0	
Table and Chairs, etc.	\$0				\$0	
Misc. (vehicle rental, electricity)	\$0	+	\$0	=	\$0	
TOTAL	\$350		\$0		\$350	
OTHER:						
Coordination Costs	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
	\$0	+	\$0	=	\$0	
TOTAL	\$0		\$0		\$0	
REGION/CVB PROJECT TOTAL	\$350	+	\$0	=	\$350	