

## Application for projects over \$500

**Organization Name: MISSOURI RIVER COUNTRY**

**Project Name: Consumer Exhibiting FY11 International Sportsman Exposition-Sacramento, CA**

**Application Completed by: Carla Hunsley, Executive Director**

**Date: November 24, 2010**

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 \$5000 from our Consumer Exhibiting, Trade Show funds to reserve a booth space for the International Sportsman Exposition Trade Show in Sacramento, CA, as well as pay for expenses such as transportation, motel, meals and any misc. items associated with exhibiting there.

The show runs from January 20-23, 2011. The audience is fishermen, hunters (bow and gun), and other outdoor enthusiasts. California is one of our target geographic markets according to our FY11 Marketing Plan. Hunters and Fishermen are included in our target demographics according to our Marketing Plan also. We have not done a show in CA in the past, so this year we want to see what that market will be like for us. California is one of our top inquiry states and according to ITRR Niche News it is on the traveler demographics for Missouri River Country.

### **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 FY11

International Sportsman Exposition-Sacramento, CA

	<b>State Tourism Funds</b>		<b>Other Funds</b>		<b>Total</b>
<b>PROFESSIONALSERVICES:</b>					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$0</b>		<b>\$0</b>		<b>\$0</b>

<b>MARKETING/ADVERTISING:</b>					
		+	\$0	=	\$0
		+	\$0	=	\$0
		+	\$0	=	\$0
<b>TOTAL</b>	<b>\$0</b>		<b>\$0</b>		<b>\$0</b>

<b>TRAVEL:</b>					
Freight/Shipping	\$600	+	\$0	=	\$600
Booth Space	\$1,300	+	\$0	=	\$1,300
Transportation	\$550	+	\$0	=	\$550
Mileage	\$300				\$300
Car Rental	\$500				\$500
Meals (dinner receptions)	\$500	+	\$0	=	\$500
Lodging	\$750	+	\$0	=	\$750
Parking	\$100				\$100
Table and Chairs, etc.	\$150				\$150
Misc. (electricity, drayage, fees)	\$250	+	\$0	=	\$250
<b>TOTAL</b>	<b>\$5,000</b>		<b>\$0</b>		<b>\$5,000</b>

<b>OTHER:</b>					
Coordination Costs	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	
<b>TOTAL</b>	<b>\$0</b>		<b>\$0</b>		<b>\$0</b>

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<b>REGION/CVB</b>	<b>PROJECT</b>				
<b>TOTAL</b>		<b>\$5,000</b>	<b>+</b>	<b>\$0</b>	<b>= \$5,000</b>