

Application for projects over \$500

Organization Name: MISSOURI RIVER COUNTRY

Project Name: Opportunity Marketing-Certified Folders Distribution Of 2009 Travel Planners

Application Completed by: Carla Hunsley, Executive Director

Date: May 26, 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 will be printing their new travel planner in July 2011. We do the design work one year and print the next. The last time we printed was in July of 2009. 75,000 were printed and since we have put our guide on our website we haven't been mailing out as many. We still have an overstock of 18,000 that we would like to have Certified Folders deliver. They have come up with three routes to deliver them throughout the summer for a cost of \$3,130.08 and delivery to get them to the locations at a cost of \$324.64. The routes designated are Billings, Helena/Great Falls and Rapid City/Black Hills.

We feel this is a great way to get them distributed and be able to print our new ones. Our guides are not dated therefore making them useful anytime.

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.
Provide information to 100% of the visitor inquiries we receive, and mail out information within two weeks of receiving the inquiry.

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 Fort Peck Interpretive Center & Museum, the Great Plains Dinosaur Museum, the Dinosaur Trail and the Northeast Montana Birding Trail.

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.

How does this project support the Strategic Plan?

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.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

Budget

Certified Folders Distribution of 2009 Travel Planners Budget

	State funds	Other funds	Total
Distribution	\$3130	\$0	\$3130
Shipping	\$324	\$0	\$324
Total	\$3454	\$0	\$3454