

Application for projects over \$500

Organization Name: MISSOURI RIVER COUNTRY

**Project Name: FY 11-Opportunity Marketing-Northwest Sportsman M
And California Sportsman Magazine**

Application Completed by: Carla Hunsley, Executive Director

Approval Requested

Final

Preliminary

Date: November 29, 2010

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 would like to take out an ad in the *Northwest Sportsman Magazine*. This magazine covers the states of Washington, Oregon, Idaho, Alaska and Montana. It has a circulation and readership of 73,613 and over 220,839 readers based on 3 readers per copy, pass-along readership. With *Northwest Sportsman* we have an opportunity to submit the same ad in *California Sportsman* for the same cost.

This opportunity was created when Missouri River Country attended a trade show in Puyallup, WA in February of 2008. Many attendees were interested in the hunting and fishing opportunities that Missouri River Country had to offer.

Missouri River Country would like to place a half page ad in the January and April issue of *Northwest Sportsman* and *California Sportsman Magazine*. With this ad we will receive a half page of editorial, making it a full page, marketing Missouri River Country to the Sportsmen and families. For \$900 we will be in four publications. We have decided to target not only the hunters and fishermen, but also their families. This fall we have had many hunters come with their families. During the summer month's fishermen also bring their families, so the ad will show other things to do in Missouri River Country, therefore keeping the family busy and possibly extending their stay to a full week.

Missouri River Country believes that this is a great opportunity at a great price.

Objectives

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

Our objective is to increase visitation.

1.1e Conduct research annually to measure results of advertising and web marketing, and improvements in return on investments.

3.1 Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.

Opportunity-Northwest Sportsman

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.

- 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.

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.

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.

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						
	FY 11-Opportunity Marketing					
	Northwest Sportsman and California Sportsman Magazine					
	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	+	\$0	=	\$0	
TOTAL	\$0		\$0		\$0	
MARKETING/ADVERTISING:						
Northwest Sportsman Magazine	\$0	+	\$0		\$0	
California Sportsman Magazine	\$0	+	\$0	=	\$0	
January and April Issue	\$900				\$900	
	\$0				\$0	
	\$0				\$0	
	\$0				\$0	
	\$0				\$0	
	\$0				\$0	
	\$0	+	\$0	=	\$0	
TOTAL	\$900		\$0		\$900	
TRAVEL:						
Freight/Shipping	\$0	+	\$0	=	\$0	
Booth Space	\$0	+	\$0	=	\$0	
Transportation	\$0	+	\$0	=	\$0	
Meals (dinner receptions)	\$0	+	\$0	=	\$0	
Lodging	\$0	+	\$0	=	\$0	
Misc. (vehicle rental, per diem)	\$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	\$900	+	\$0	=	\$900	