

## Application for projects over \$500

**Organization Name: MISSOURI RIVER COUNTRY**

**Project Name: Zortman Brochure Reprint  
FY 11/12 Cooperative Marketing**

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

**Date: November 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 is requesting approval to use \$375 from our FY11/12 Cooperative Marketing Budget to help promote the town of Zortman. Total printing costs are \$750. Minor design changes will be in house, by the Malta Chamber. With the help of the Malta Chamber, Zortman plans to print 5000 full color, 2 sided, brochures promoting Zortman. The brochure will be placed in various tourist information racks and to all tourism regions. Missouri River Country will help distribute the brochure at out of state trade shows.*

*This brochure will entice visitors to take a detour into Zortman on US 191 or make the Little Rockies a destination for a get a way weekend. Zortman is a "best kept secret". The brochure will provide accurate hands on information about the many attractions to the area.*

### **Objectives**

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

*Increase the amount of Bed Tax collections in FY12 over FY11.  
Spend 100% of the budget allocated on co-op partnership.*

**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.*

**Page 2**  
**Zortman Brochure**

**How does this project support the Strategic Plan?**

*Communicate with the markets through highly targeted promotions that increase awareness and attract desirable tourists; measure, track and evaluate tourism results and trends.*

**REGION/CVB PROJECT BUDGET**  
 Zortman Brochure  
 FY011/12 Cooperative Marketing

	State Tourism Funds		Other Funds		Total
<b>PROFESSIONAL SERVICES:</b>					
Printing 5000	\$375		\$375		\$750
Shipping	\$0		\$0		\$0
Layout/Design	\$0		\$0		\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$375</b>		<b>\$375</b>		<b>\$750</b>
<b>MARKETING/ADVERTISING:</b>					
		+	\$0	=	\$0
		+	\$0	=	\$0
		+	\$0	=	\$0
<b>TOTAL</b>	<b>\$375</b>		<b>\$375</b>		<b>\$750</b>