

Application for projects over \$500

Organization Name: MISSOURI RIVER COUNTRY

**Project Name: Consumer Exhibiting FY12-Bismarck, ND,
La Crosse, WI, and Chicago, IL**

Application Completed by: Carla Hunsley, Executive Director

Date: October 24, 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 \$12,000 from our Consumer Exhibiting, Trade Show funds to reserve a booth space for the three Trade Show in Bismarck, ND, La Crosse, WI and Chicago, IL, as well as pay for expenses such as transportation, motel, meals and any misc. items associated with exhibiting there. These are all new shows for us. We decided to market ND due to the oil activity in that area to bring them our way. The Bismarck Tribune puts this show on and with the booth space we also get 1/8 page ad in Dakota Adventures. The Chicago Show is with Travel and Adventures. This is specifically a travel show. We picked this show because of the Amtrak route. Amtrak goes to Chicago and comes right through Missouri River Country. The other show we picked was the La Crosse, WI show with Shamrock Productions. La Crosse, WI is close to Iowa and Minnesota so we are hoping to get attendees from those states as well as Wisconsin, which is a popular state that requests travel planners.

Chicago runs from January 28-29, 2012, La Crosse is February 9-12, 2012 and Bismarck is February 24-26, 2012. These shows have had over 10,000 attendees at each. We carefully picked these locations to promote Missouri River Country as a destination region and not just a drive through.

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.

Consumer Exhibiting FY12

Bismarck, ND, La Crosse, WI and Chicago, IL		
State Tourism Funds	Other Funds	Total

BISMARCK, ND		
State Tourism Funds	Other Funds	Total
Booth Space	\$400	\$400
Freight/Drayage fees	\$ 50	\$ 50
Transportation/Mileage	\$400	\$400
Lodging	\$500	\$500
Meals	\$400	\$400
Misc.	\$ 50	\$ 50
Table/Chairs/Electricity/etc.	\$ 10	\$ 10
Vehicle rental	\$ 0	\$ 0
Gas/Parking	\$ 0	\$ 0
TOTAL	\$1810	\$1810

CHICAGO, IL

Booth Space	\$3125	\$3125
Freight/Drayage fees	\$ 600	\$600
Transportation/Mileage	\$ 800	\$800
Lodging	\$ 500	\$500
Meals	\$ 400	\$400
Misc.	\$ 50	\$ 50
Table/Chairs/Electricity/etc.	\$ 100	\$ 100
Vehicle rental	\$ 535	\$ 535
Gas/Parking	\$ 50	\$ 50
TOTAL	\$6160	\$6160

LA CROSSE, WI

Booth Space	\$595	\$595
Freight/Drayage fees	\$600	\$600
Transportation/Mileage	\$900	\$900
Lodging	\$600	\$600
Meals	\$550	\$550
Misc.	\$ 50	\$ 50
Table/Chairs/Electricity/etc.	\$ 150	\$150
Vehicle rental	\$ 535	\$535
Gas/Parking	\$ 50	\$ 50
TOTAL	\$4030	\$4030