

Approval Requested

Final

Preliminary

**Organization Name: MISSOURI RIVER COUNTRY**

**Project Name: FY 12-Opportunity Marketing-Northwest Sportsman Magazine  
And California Sportsman Magazine**

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

**Date: October 19, 2011**

**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 December publication of *Northwest Sportsman* and *California Sportsman* Magazines. These magazines cover the states of California, 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. It will also be handed out at trade shows that the publication company attends.

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 December issue of *Northwest Sportsman* and *California Sportsman* Magazine. The cost of this ad is extremely cost effective at only \$500 for the *Northwest Sportsman* and \$250 for *California Sportsman* Magazine. We have placed an ad in these publications in the past and have found great success. They don't have a readership, but the office gets calls inquiring about our hunting and fishing opportunities from people that have seen the advertisement in these publications.

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.

Increase ad inquiries by 5%.

Increase the number of web visits and page views on our website in FY12 by at least 5%.

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

**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 fro the enjoyment of residents and visitors.

<b>MARKETING/ADVERTISING:</b>					
Northwest Sportsman Magazine	\$500	+	\$0		\$500
California Sportsman Magazine	\$250	+	\$0	=	\$250
	\$0				\$0
	\$0				\$0
	\$0				\$0
	\$0				\$0
	\$0				\$0
	\$0	+	\$0	=	\$0
<b>TOTAL</b>	<b>\$750</b>		<b>\$0</b>		<b>\$750</b>