

## Approved Audits/Applications Committee 4/15/09

**ORGANIZATION NAME: RUSSELL COUNTRY**

**PROJECT NAME: FY09 Cooperative Marketing – Fort Benton Videos**

**APPLICATION COMPLETED BY: Gayle Fisher**

*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.*

Russell Country's Cooperative Marketing funds will assist the Fort Benton Chamber of Commerce to produce four videos, 30 seconds or 60 seconds each, to highlight assets of Fort Benton. Each Video will have "Montana" spelled out in its entirety and visible at first glance on the videos. Montana will be on the sound track. Videos will:

- Take the viewer on an idyllic trip from Fort Benton, the Gate Way of the Wild and Scenic Missouri River, down through the Upper Missouri River Breaks National Monument, inviting the viewer to come and enjoy the unique White Cliffs, pictographs and wildlife along the way.
- Expose the charm of Fort Benton -- a safe, family friendly small town along the Upper Missouri River, with excellent schools, parks, walking paths and the ambience of a friendly community.
- Inform potential visitors about the Historic Fort, the Birthplace of Montana, the fur trade and soldiers of the fort.
- Showcase the Agricultural Museum of the Northern Great Plains including the Homestead Village and Hornaday Buffalo Exhibit, the museum that tells The Twenty Tall Tales of the Upper Missouri, and the Upper Missouri River Interpretative Center with the story of steamboats and freight wagons.

These four proposed videos will be posted on the Fort Benton Chamber website, <fortbentonchamber.org> which is linked to Russell Country and Travel Montana. These videos are purposely either 30 seconds or 60 seconds long so they can additionally be used on TV to attract visitors to Russell Country.

*Develop Objectives:* The Fort Benton, Montana Video Project vignettes encourage visitors to come, enjoy and stay. They will show Fort Benton as a destination for all seasons. In addition to being on the Fort Benton Chamber's website, they will be shown at the Fort Benton Visitor's Center and, in the future, as paid ads on TV. Our objective is to increase accommodation tax collections in Chouteau County by 3% in FY10 and also in the communities in Russell Country on the way to this area.

*Portions of Marketing Plan supporting this project:*

Goal#1 – Increase four-season revenues through effective marketing and promotions, focusing on high-value, low-impact visitors.

Goal #2 – Attract visitors by communicating an image that positions Russell Country as a vacation destination

Goals#3 – Expand our marketing potential by participating in joint ventures with other Montana tourism organizations.

*This project supports the following Strategic Plan Goal(s):*

Goal #1 – Increase four-season tourism revenues through effective marketing and promotions focusing on high-value, low-impact visitors.

Goal #1.2 – Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

Goal #4.1 – Promote Montana’s existing historic and cultural assets for the enjoyment of residents and visitors.

**Videos**

Four separate videos showcasing Fort Benton

30 seconds or 60 seconds each

Professionally produced with professional photograph and sound track

**PROJECT BUDGET**

**FY 09 COOPERATIVE MARKETING- FORT BENTON CHAMBER OF COMMERCE VIDEOS FOR WEBSITE AND FOR TV PROMOTIONS**

	<b>Russell Country State Tourism Funds</b>	<b>Other Organizational Funds</b>	<b>Total</b>
Video Producing	\$1,500	\$2,000	\$3,500
<b>PROJECT TOTAL</b>	<b>\$1,500</b>	<b>\$2,000</b>	<b>\$3,500</b>