

Approved Audits/Applications Committee 5/25/09

ORGANIZATION NAME: Russell Country

APPLICATION COMPLETED BY: Gayle Fisher

PROJECT NAME: FY09 FAM Trip – Birding & Boating

Approval Requested
<input checked="" type="checkbox"/> Final
<input type="checkbox"/> Preliminary

Need for the project:

This FAM trip will have several story angles – floating the White Cliffs of the Missouri River, history and birding. It is timed between two birding conferences being held in Great Falls. This FAM trip is in cooperation with Travel Montana’s publicity office. Travel Montana is covering part of the transportation costs for the trip. We evaluate our FAM trips by tracking the value of articles published or airtime received. Travel Montana uses a clipping service to track stories published about Montana and we ask FAM participants to send us copies directly. A few of our recent successes include:

Publication	Date	Article	Size
Horizon Air	Apr 2008	Hands of Harvest	8.5 pages – color photos including a full cover image
American Road Magazine	Spr 2008	Old Forts Trail	8 pages – color photos including cover image
Montana Living	Spr 2008	Hands of Harvest Hit the Cultural Trail	1 1/3 pgs – color
Montana Living	Spr 2008	Buffalo Runners First Peoples Buffalo Jump State Park	1 ½ pgs – color
True West	Mar 2007	Whiskey Running’ Whoop Up Trail	2 1/3 pgs – color
Big Sky Journal	Winter 2007	Late Season Pain Pheasant Hunting	5 pages – color

Objectives in Marketing Plan that support this project:

- Increase lodging tax collections statewide by at least 6% per year until 2012.
- Build nonresident visitation by 15% in off-peak seasons by 2012.
- Coordinate a minimum of 3 group FAM trips with each participant generating at least one article in the 12 months following the trip.

Portions of Marketing Plan supporting this project:

Goal #1 – Increase four-season tourism 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.

Goal #5 – Continue to target our market as precisely as possible, with focus on the geo-tourism market.

Goal #6 – Continue our successful FAM trips and travel show attendance.

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.d – Statewide, generate publicity about Montana destinations worth an advertising equivalency of \$14 million annually.

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

Detail pages attached: Yes

PROJECT BUDGET:

FY09 FAM TRIP – BIRDING & BOATING

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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Miscellaneous Expenses			
Lodging	\$ 240		\$ 240
Transportation	\$ 510		\$ 510
Meals	\$ 350		\$ 350
Activities	\$1,800		\$1,800
Miscellaneous	\$ 100		\$ 100
PROJECT TOTAL	\$ 3,000		\$ 3,000