

**OK Joint Venture with the Montana Office of Tourism
8/25/09**

ORGANIZATION NAME: Russell Country

APPLICATION COMPLETED BY: Gayle Fisher

PROJECT NAME: FY10 Pheasants Forever FAM

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

Need for the project:

Our first request from our FY10 FAM Trips line item is to host a maximum of 10 media for a bird hunting trip. We will partner with the national office of Pheasants Forever (also affiliated with Grouse Forever and Quail Forever) and MT Office of Tourism in November to hunt upland game birds and showcase our successful habitat conservation efforts in north central Montana.

There are several strengths that led to our decision to do this FAM. Nonresident UGB licenses and MT Migratory stamps are readily available over the counter as opposed to big game licenses. Bird hunting is a commonality among all thirteen counties that comprise Russell Country and we have ample block management areas. This FAM will showcase block management, private, federal and possibly state lands available for hunting. The November timeframe was selected to avoid deer season open-dates in the Midwest and also to promote travel during a month when our hotel rooms are readily available.

Past FAM trips have been very successful in generating publicity for the region. Evaluation of each FAM trip is done 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
Southwest Art	Mar 2009	Icons of the West	4 pages – color photos
Pointing Dog Journal	Jan/Feb 2009	Flatlander in Big Sky Country	5 ½ pages – color photos
Pointing Dog Journal	Mar/Apr 2009	Continued story from Jan/Feb	4 pages – color photos
Cowboys & Indians	April 2009	Montana by Motorcycle	1/3 page – color photo
Natl Geographic Traveler	May/June 2009	Upper Missouri River, Montana	½ page – color photo
Northwest Travel	June 2009	Rustle up Some Birds in MT	2 pages – color photos

Objectives in Marketing Plan that support this project:

- Increase lodging tax collections statewide by at least 4% per year until 2012.
- Build nonresident visitation by 10% 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:

FY10 PHEASANTS FOREVER FAM TRIP

PROJECT COSTS	STATE TOURISM FUNDS	OTHER FUNDS	TOTAL
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Miscellaneous Expenses			
Lodging	\$ 1,200.00		\$1,200.00
Licenses	\$ 1,600.00		\$1,600.00
Transportation	\$ 100.00		\$ 100.00
Miscellaneous	\$ 100.00		\$ 100.00
PROJECT TOTAL	\$3,000.00		\$3,000.00

Note: all other costs will be paid for by MT Office of Tourism and Pheasants Forever.