

**Organization Name: Russell Country**

**Application Completed By: Gayle Fisher**

**Project Name: FY11 Cooperative Marketing- Shelby Brochure**

The Shelby Area Chamber of Commerce will print 14,000 new tri-fold brochures. The new design will prominently display Shelby Montana on the top for great visibility while in the rack. It will also have the city's website address along with the Chamber's phone number and mailing address. We purposefully selected action photos depicting some of our area attractions and will place the photos together for greater visual impact. This brochure is Shelby's primary publication to attract visitors.

The brochure will be distributed by Certified Folder Display from June 1<sup>st</sup> through August 31, 2011 on their Helena/ Great Falls 1-15 distribution route (104 sites) and the Glacier Route (12 sites.) A minimum of 7,000 brochures will be distributed during 2011. The brochure will also be at the Shelby Visitor Information/ Chamber office. About 100 brochures will be mailed to each of the state sponsored Visitor Information Centers in Broadus, Culbertson, Dillon, Hardin, St.Regis, West Yellowstone and Wibaux. Per piece cost to print is 7.5 cents.

*Develop Objectives:* Our city billboards on the edges of Shelby say STOP, SHOP, and STAY which is our objective with this brochure. Shelby is located at the crossroads of I-15 and US Hwy 2 with many travelers going to Glacier National Park and Alaska. The majority of tourists who stop at the Shelby Visitor Information Center are Canadian citizens. With the Canadian dollar at par with the US dollar we want to show them what Shelby has to offer. Shelby is just one short hour from Glacier Park and we want our visitors to stay overnight at our RV parks and motels, enjoy our restaurants, and visit our area attractions and businesses. We want to show that Shelby is one of the "Vibrant & Charming Small Towns that serve as Gateways to our Natural Wonders" as expressed in the Discovering the Montana Brand publication.

*Portions of Marketing Plan supporting this project:*

Goal #1- Attract visitors by communicating an image that positions Russell Country as a vacation destination.

Goal #2-Expand our marketing potential by participating in joint ventures with other Montana tourism organizations.

*Does this project support the Strategic Plan? Yes*

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

#7- Build an effective tourism and recreation “team” to facilitate partnerships, share information and leverage funding/technical resources in order to realize the vision outlined in the 2008-2012 Strategic Plan.

*This project supports the following Strategic Plan Market opportunities:*

- Showcase Montana’s heritage/ culture
- Target mature travelers
- Encourage extended stays

## **Printed Materials**

**Description:** Shelby Brochure

**Size/pages:** 9” x 12” trifold

**Paper:** 80# Gloss text on recycled paper, 4-C both sides

**Distribution:** Certified Folder Display, Inc will distribute in the Helena/ Great Falls Route with 104 sites: and the Glacier Route with 12 sites.

**Quantity:** 14,000

## **Project Budget**

### **FY 11 Cooperative Marketing- Shelby Brochure** **Russell Country**

	Russell Country State Tourism Funds	Organization Funds	Total
Brochure Printing	\$523.99	\$523.99	\$1047.98
Distribution- Certified Folder Display	312.07	312.08	624.15
Design Fee	<u>75.00</u>	<u>75.00</u>	<u>150.00</u>
<b>Project Total</b>	<b>\$911.06</b>	<b>\$911.07</b>	<b>\$1822.13</b>