

ORGANIZATION NAME: Two Medicine Dinosaur Center

APPLICATION COMPLETED BY: Gayle Fisher

PROJECT NAME: FY11 Cooperative Marketing – Two Medicine Dinosaur Center Brochure

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.

Two Medicine Dinosaur Center is one of the major tourist attractions featuring dinosaurs in the State. Brochures are a primary means by which travelers are made aware of such attractions. Two Medicine Dinosaur Center is located on Highway 89 in Bynum and suffers from Interstate 15 bypassing its location. Billboards and directional signage are not an option, and thus a brochure containing a map and directions to the Center becomes primary for directing traffic flow. Also, Both Russell County and the Montana Office of Tourism have recently developed brand-based promotional materials, and Two Medicine Dinosaur Center would like a brochure that complements those efforts.

The brochures will be distributed by Certified Folder Display during June, July, August, and September on 4 routes between Yellowstone and Glacier Parks.

Per piece cost to print the brochure is approximately 10 cents. The brochure will be printed in full color on 80 lb. recycled paper.

Develop Objectives: Two Medicine Dinosaur Center seeks to attract visitors on their way to Glacier National Park and also those traveling between Glacier and Yellowstone National Park. Each year, over 500 individuals and families stay an unplanned extra night or more in the local area due to programs offered and “things to do” being discovered in association with a visit to the Dinosaur Center. We wish to add to this number by increasing awareness of the Center itself and also additional things to see and do in the area and region.

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

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: Two Medicine Dinosaur Center Brochure

Size/pages: 4” x 9” 8 panel, 4 fold brochure

Ink: 4C front and back

Paper: 80 lb recycled

Distribution: Certified Folder Display professional distribution as follows:

Yellowstone Route (116 sites)

Helena/Great Falls Route (104 sites)

Glacier/Kalispell Route (88 sites)

Quantity: 35,000. 27,500 estimated for rack distribution through Certified Folder, 7,500 for distribution in other locations

PROJECT BUDGET

FY 11 Cooperative Marketing – Two Medicine Dinosaur Center Brochure

Russell Country

	Russell Country State Tourism Funds	Other Organizational Funds	Total
Brochure Printing (including shipping)	\$ 2,059.00	\$ 2,059.00	\$4,118.00
Distribution (with prepayment discount)	705.05	705.06	1,410.11
PROJECT TOTAL	\$2,764.05	\$2,764.06	\$5,528.11