

**Organization Name: Russell Country**

**Application Completed By: Gayle Fisher**

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

Valier Area Development Corp. (VADC) will design and print 30,000 brochures which we anticipate will be a two year supply. This project is a completely new design. Photos have already been selected and layout/design will be done by the lowest bidding printer. The brochure will be distributed by Certified Folder Display from June 15 - October 15, 2011 on their Helena/ Great Falls 1-15 distribution route (104 sites). We also exchange brochures with several locations in Alberta, Canada and a portion of the print run will be used for that. Distribution months will cover the time period when our recreation opportunities are at peak. Per piece cost to print is 6.9 cents.

*Objectives:* We will promote visiting Valier to enjoy our recreation opportunities (boating, fishing, camping) at Lake Frances, hiking and also upland game bird and big game hunting. The community has several restaurants, retail businesses, a motel, historic bed and breakfast and campground. VADC's goal is to make potential visitors aware of the community's amenities and encourage them to plan an overnight trip.

*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:** Valier Brochure

**Size/pages:** 11" x 8.5" folded to 3.66" x 8.5", 4C both sides

**Paper:** 110# house book gloss/recycled paper

**Distribution:** Certified Folder Display will distribute on their I-15 route in the Helena/Great Falls area to 104 sites

**Quantity:** 30,000

**Project Budget**

**FY 11 Cooperative Marketing- Valier Brochure**

**Russell Country**

	Russell Country State Tourism Funds	Organization Funds	Total
Brochure Printing	\$1,039	\$1,039	\$2,078
Distribution- Certified Folder Display	356	356	712
Layout/Design	120	120	240
<b>Project Total</b>	<b>\$1,515</b>	<b>\$1,515</b>	<b>\$3,030</b>