

**ORGANIZATION NAME:** Russell Country

**APPLICATION COMPLETED BY:** Gayle Fisher

**PROJECT NAME:** FY11 Opportunity Marketing – Trade Show Banners

Approval Requested

Final

Preliminary

*Need for the project:*

Russell Country will have new fabric printed and installed into existing hardware for our trade show banners. The current banners (one printed in 2006, two printed in 2007) have frayed and two are torn on the top where they attach to the hardware.

Budget for this project will include minor changes to our layout and design (some new photos, new fonts), printing of three banners and installation into our hardware. The banner fabric selected is a non-curling synthetic polyester material.

Two of our banners are retractable and one is a revolving banner. Photos used will be from our photo library.

This project is primarily a support project for our Consumer Shows. I have listed objectives and marketing plan items that support consumer shows in general. Without display banners, we would not be able to exhibit at the shows.

*Objective 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.
- Increase Russell Country's presence at trade shows by attracting one additional exhibit partner to share costs for each show attended.
- Achieve a 3:1 ratio for using our travel planner CD at travel shows, i.e., for each 3 paper planners handed out, hand out one CD.

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

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 #1.3 – Work collaboratively with other tourism marketing partners to plan and implement priority marketing efforts.

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

Goal #5.1 – Cultivate opportunities to leverage private and public dollars to create tourism products and attract new tourist markets.

Goal #9.2 – Foster opportunities to pool public and private marketing dollars.

Goal #10.2 – Create public/private/tribal partnerships for cooperative project implementation.

**Detail pages attached: Yes**

**PROJECT BUDGET:**

**FY11 OPPORTUNITY MARKETING – TRADE SHOW BANNERS**

<b>PROJECT COSTS</b>	<b>STATE TOURISM FUNDS</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<b>Trade Show Banners</b>			
2 Banners (retractable) 39.5" x 78" Inkjet one side White anti-curl film	\$ 278.00		\$ 278.00
1 Banner (revolving) 35.5" x 164.5" Inkjet one side White anti-curl film	264.00		264.00
Layout/Design (approx 3 hours)	150.00		150.00
Installation/Assembly	75.00		75.00
<b>PROJECT TOTAL</b>		<b>\$ 767.00</b>	