

**ORGANIZATION NAME:** Russell Country

**PROJECT NAME:** FY11 Photo Library

**APPLICATION COMPLETED BY:** Gayle Fisher

Approval Requested

Final

Preliminary

*Need for the project:*

Russell Country has a need for photos for the majority of our marketing projects. We currently use photos available from Montana Office of Tourism and we also purchase one-time use photos. This project will help us achieve a broader selection of images to have available in-house. We will be able to respond more quickly to media requests for photos and also achieve quicker turnaround time on marketing projects. Photos obtained through this project will also be used on our website as we move to our goal of changing features and content more frequently.

We have developed a list of subjects that we would like to have available in digital photo form including, but not limited to, wildlife photos, certain seasonal photos and photos from several of our more rural counties. We will contact different photographers, both amateur and professional, and purchase unlimited, but not necessarily exclusive, use of the 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.
- Increase visitor sessions to our website by 10%.

*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 – Grow the visitor experience and opportunities by building relationships with the ranching and agriculture industry, adding to and building on our Agri-tourism presence.

Goal #5 – Continue to target our market as precisely as possible, with focus on the geo-tourism market.

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

**Detail pages attached**

**YES**

**PROJECT BUDGET:**

**FY11 PHOTO LIBRARY**

<b>PROJECT COSTS</b>	<b>TOURISM FUNDS</b>	<b>OTHER FUNDS</b>	<b>TOTAL</b>
<b>Professional Services</b>			
Photo acquisition fees	\$ 2,500.00		\$ 2,500.00
<b>Project Total</b>			<b>\$ 2,500.00</b>