

ORGANIZATION NAME: RUSSELL COUNTRY
PROJECT NAME: FY12 Cooperative Marketing – Chinook Brochure

APPLICATION COMPLETED BY: Gayle Fisher

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.

The Chinook Chamber of Commerce has an existing brochure that needs updating. Several photos will be changed and a better description to show the community's location on US Hwy 2 will be added to the front panel. After updating the brochure, the chamber will print 10,000 color copies. Events featured will be listed by formula date to insure a longer shelf life for the brochure.

Professional distribution through Certified Folder Display will run May 2012 through August 2012 on their Helena/Great Falls I-15 distribution route (103 sites). It will also be distributed along US Hwy 2 at chambers of commerce and at state-assisted visitor centers.

The chamber is currently out of brochures so updating and printing will happen now to be able to respond to information requests. Per piece cost to print the Chinook brochure is 12 cents.

Develop Objectives: Chinook is located on US Hwy 2 and many travelers passing through are enroute to Glacier National Park. Chinook's objective is to encourage travelers to stop, visit their attractions, dine in their restaurants and stay overnight at their motels or RV park.

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: Chinook brochure

Size/pages: 8.5" x 14", quarter folded

Ink: 4C both sides

Paper: 32# gloss text

Distribution: Certified Folder Display professional distribution as follows:
Helena/Great Falls 1-15 route (103 sites)

Quantity: 10,000

PROJECT BUDGET

FY 12 Cooperative Marketing – Chinook Brochure

Russell Country

	Russell Country	Organizational Funds	Total
Brochure Printing	596.40	596.40	1192.80
Distribution May - August	425.00	425.00	850.00
PROJECT TOTAL	1,021.40	1,021.40	\$2,042.80