

Organization Name: Yellowstone Country Montana Approved
Audits/Applications Committee 6/23/09
Project Name: FY 08-09 OPPORTUNITY FUNDS Kiosk Poster & Signage Project

Application Completed by: Robin Hoover 06-17-09

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.

Yellowstone Country requests to use \$7,500.00 FY 09 OPPORTUNITY Funds for the following project:

Kiosk Description: The kiosks have three panels. One panel has the State of Montana Map, one has Yellowstone Country Maps & Posters, and the third panel is for local area posters, maps and brochures.

The Kiosk Poster project is an ongoing, annual program, which, in years past, has always been printed using Private Funds. Due to the numerous project proposals from the regional communities to fund other worthwhile projects using those discretionary funds, YCMI would like to use accommodations tax funds for the project this year. Due to weather elements, the posters become faded and worn in the course of a year and must be replaced annually to ensure updated appearance, attractiveness and visibility. The posters promote the community and region, depicting specific attractions for that particular area within the region. We request to print 200 one-sided, 22 x 28" White Lustre 8 Mil Photo base posters. The posters will be customized for each region, and a changing calendar of events will also be printed.

Develop Objectives

Objective: To print 200 color posters, helping to maintain the attractiveness and visibility of the information kiosks throughout the region, and giving the guest helpful information.

Identify the portions of your marketing plan, which support this project.

- Attract or increase new tourism dollars into the region.
- Encourage visitors to do more and stay longer while visiting Yellowstone Country.
- Maximize efficiency of dollars spent to promote tourism through a cohesive effort: promoting our vertical markets (such as fly fishing, golf, skiing) with the focus on family, mature travelers and travel related industries.
- Make Yellowstone Country a year-round vacation destination, encouraging summer, winter and shoulder season recreation.

Does this project support the Strategic Plan? Yes No If so, describe how.

- Helps promote awareness of region for visitors and residents
- Avenue for sharing information about communities/region
- Helps to create an interactive system of visitor information and interpretation

Detail pages attached Yes No

Budget page must be attached for approval.

PRINTED MATERIALS

Publication_Kiosk Posters

Quantity_200

Color_4-color

Paper Stock_White luster 8 mil photo base one side

of Pages or Folds_1 page, 1-sided

Size_22 x 28"

Ad Sales (Yes or No)_____ **Percentage** _____

Distribution Plan (areas & method)

The kiosk posters will be placed in the 11 regional kiosks by YCMI staff.

YELLOWSTONE COUNTRY FY 08-09 OPPORTUNITY FUNDS BUDGET
Kiosk Posters

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Concept	\$100.00	+	\$0	=	\$100.00
Layout/Design/Art	\$1050.00	+	\$0	=	\$1050.00
Copywriting/Editing/Proofing	\$300.00	+	\$0	=	\$300.00
Photography/Photo Selection	\$500.00	+	\$0	=	\$500.00
Production Management/Traffic	\$400.00	+	\$0	=	\$400.00
Printing/Print Prep	\$4600.00	+	\$0	=	\$4600.00
Distribution/Shipping	\$550.00		\$0		\$550.00
TOTAL	\$7500.00		\$0		\$7500.00

MARKETING/ADVERTISING:						
		\$0	+	\$0	=	\$0
		\$0	+	\$0	=	\$0
		\$0	+	\$0	=	\$0
TOTAL		\$0		\$0		\$0

TRAVEL:						
Personal Car		\$0	+	\$0	=	\$0
Commercial Transportation		\$0	+	\$0	=	\$0
Meals		\$0	+	\$0	=	\$0
Lodging		\$0	+	\$0	=	\$0
Vehicle Rental		\$0	+	\$0	=	\$0
TOTAL		\$0		\$0		\$0

OTHER:						
			+	\$0	=	
			+	\$0	=	
			+	\$0	=	
			+	\$0	=	
			+	\$0	=	
			+	\$0	=	
			+	\$0	=	
			+	\$0	=	
			+	\$0	=	
		\$0	+	\$0	=	
TOTAL						

YCFMI PROJECT TOTAL	\$7500.00	+	\$0		\$7500.00
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